

SEPTEMBER 1957

SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

Dealers Anticipate Higher Sales
page 67

'58: MORE Inflation

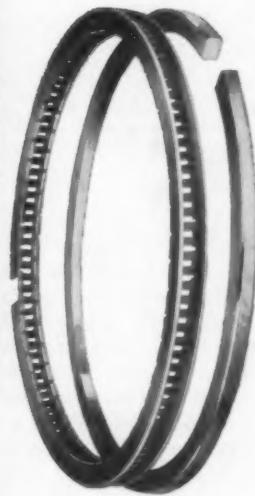
page 69

University Microfilms
313 N. Zeeb Rd.
Ann Arbor Mich. 48106

page 86

When
engines
feel only
half-there...

restore that



Full Power Feeling with

Nobody likes to drive a car with a sluggish, unresponsive engine that feels only "half-there." But everybody likes the full-power feeling they get when an overhauled engine includes PC 2-in-1 Chrome piston rings!

You're sure of satisfied customers and protection against come-backs when you install Perfect Circles. Here's why: PC 2-in-1 Chrome piston rings are designed and engineered for modern high-compre-

sion engines. Important, too, they are plated with thick, wear-resistant solid chrome that more than doubles the life of cylinders, pistons and rings.

For longer life, sustained power with lasting oil economy, and lasting customer satisfaction—install PC 2-in-1 Chrome sets in all your overhaul jobs! Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., 888 Don Mills Road, Don Mills, Ont.

PERFECT CIRCLE

2-IN-1 CHROME PISTON RINGS

*Double the life of pistons,
cylinders and rings!*

Don't Miss Your
Doctor of Motors Clinic!

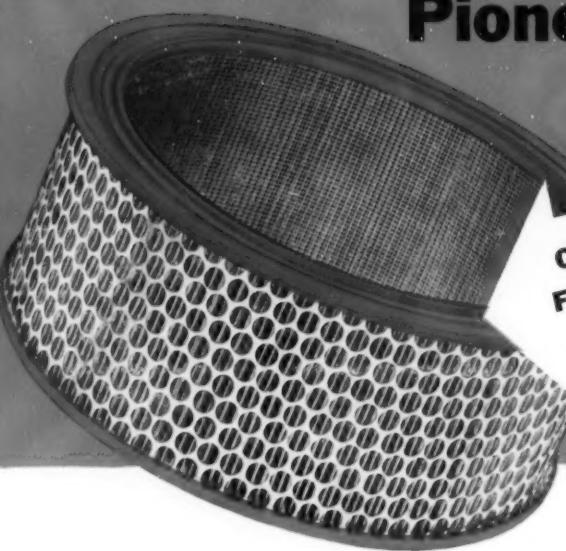
Sponsored by your PC Jobber, the Doctor of Motors Clinic is packed with facts of great value to you. Plan to attend the next one.

Revolutionary Filtronic® Carburetor Air Filter

Product of

FRAM

Pioneering Research



ONLY FRAM CARBURETOR AIR
FILTERS HAVE THIS EXCLUSIVE
PATENTED BUILT-IN GASKET!

Nearly 50% of 1957 cars are equipped with a new FRAM Filtronic type Carburetor Air Filter that obsoletes all other filter types! That means a tremendous new filter cartridge market for you—the result of FRAM research. And when you replace with FRAM you offer your customers the finest cartridge obtainable. Here's why:

Only FRAM features the patented built-in gasket shown above. This FRAM patented design absolutely prevents by-passing of dirty air: eliminates all of the defects found in other types of sealing—such as metal to metal, metal to cork or compound gaskets and metal

beads pressed against a flat plastisol face. Unless these types of cartridges are replaced after servicing, in exactly the same position, they leak dust and dirt.

FRAM engineers designed the exclusive FRAM patented built-in gasket as an integral part of the end seal. It can never leak dirt-laden air—no matter how often it is serviced! Add these other FRAM advantages: 99.4% efficiency, easy cartridge replacement and you'll know why the FRAM Filtronic Carburetor Air Filter Cartridge is the finest on the market today. No other filter has all these advantages!

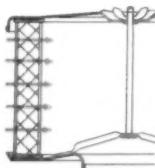
FRAM Corp., Providence 16, R. I.

• Fram Canada Ltd., Stratford Ont.

Only FRAM can make
these statements!



FRAM patented built-in gasket forms a perfect air-tight seal—no matter how often the cartridge is serviced, the unit is always perfectly sealed.



ALL air must pass through the filtering media. Once locked in place under slight pressure, this built-in gasket provides an absolute bond with the housing case.

New FRAM FILTRONIC Carburetor Air Filter is now original equipment on twenty-four 1957 engines!

Complete line of replacements for other cars equipped with a Filtronic Type Carburetor Air Filter

SOUTHERN AUTOMOTIVE JOURNAL is published monthly at 116 E. Crawford St., Dalton, Ga., by W. R. C. Smith Publishing Co. Executive and Editorial Offices: 806 Peachtree St., N.E., Atlanta 8, Ga. Entered as second-class matter at the Post Office, Dalton, Ga. Subscription Rates: United States and Possessions, \$1.50 per year; Canada and Foreign Countries, \$10.00 per year.

Volume 37 Number 9
Postmaster, send notices by Form 3579 to 806 Peachtree St., N.E., Atlanta 8, Ga.

THERE'S A PERMATEX PRODUCT FOR EVERY MAINTENANCE NEED



SEALING COMPOUNDS

Form-A-Gasket No. 1
Form-A-Gasket No. 2
Form-A-Gasket No. 3
Super '300" Form-A-Gasket
Pipe Joint Compound No. 51



SEALANT-CEMENTS

Stick-N-Seal
Gasket Cement
Glass Sealer
Indian Head Gasket Shellac Compound



SHOP REPAIR ITEMS

Valve Grinding Compound
Prussian Blue



OILS & LUBRICANTS

Penetrating Oil
Solvo Rust
Toon-Oyl
Anti-Seize Compound
Indian Head Clear Rubber Lubricant



POLISHES & CLEANERS

Blue-Blazes Silicone Cleaner-Polish
Perma-Lustre Cleaner-Polish
Acrylic Cleaner & Polish
Taroff
Car Wash
Fabric Cleaner
Windshield Cleaner Concentrate
Chromium Polish



COOLING SYSTEM PRODUCTS

Block & Head Sealer
Cooling System Cleaner & Conditioner
Water Pump Lubricant & Radiator Anti-Rust
Heavy-Duty Radiator Cleaner
Radiator Sealer (liquid)
Double Action Radiator Cement
Indian Head Radiator Cement



HYDRAULIC FLUIDS

Knee Action-Jack-Shock Absorber Oil
Hydraulic Jack Oil
Heavy Duty Brake Fluid
Moderate Duty Brake Fluid
Automatic Transmission Fluid (Type A)
Hudson Clutch Fluid
Indian Head Hydraulic Brake Fluid



PERMATEX COMPANY, INC.

General Offices: 300 Broadway, Huntington Station, N. Y.
Factories: Brooklyn 35, N. Y., Kansas City 15, Kans.



**There's no end to sales with these two
HASTINGS ADDITIVES**

HASTINGS WEAR REDUCER—
reduces friction, increases power
... gives smoother, quieter engine
... stops hydraulic valve lifter
noise ... smooths out automatic
transmissions!

CASITE—As a tune-up (through air
intake or gas tank): frees sticky
valves ... increases pick-up ...
improves performance. **In motor oil:**
cleans out engine ... increases
power ... gives quicker starts.

RESULTS GUARANTEED—OR "DOUBLE-YOUR-MONEY-BACK!"

HASTINGS MANUFACTURING CO., HASTINGS, MICH. Casite, Wear Reducer, Piston Rings, Oil Filters, Spark Plugs

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 37

SEPTEMBER 1957

No. 9

Contents

Debunking Training Ills	65
Survey: Dealers Anticipate Higher Sales	67
'58: MORE Inflation, Says Dealer-Economist	69
We're Mechanic-Poor	70
Selling by Mail	71
What Southerners Think of Edsel	72
Ford's New Car: Edsel	73
Dealer Sales "Pitch" Stays Put	74
Service: Pistons, Pins, Rings and Rods	80
Body Shop: Hardtop Door and Window	82
"Specs" on the Edsel	85
New Speed Control	86

DEPARTMENTS

News Spotlight	5	1957 Specifications	88, 90
Automotive Markets	7	Shop Talk	92
News Briefs	9	Nubuster Letter	96
Southern Jobbers	76	New Products	135
Time Savers	144		

WILLIAM C. HERBERT, Editor
 T. W. McALLISTER, Editorial Director
 SID WRIGHTSMAN, JR., Associate Editor
 E. M. LOWERY, Technical Editor C. W. DOOLEY, Asst. Editor
 BARON CREAGER, Southwestern Editor (7713 Inwood Road, Dallas 9, Texas)
 A. F. ROBERTS, Business Manager
 R. E. YARBROUGH, JR., Advertising Manager
 J. A. MOODY, Production Manager

Business Representatives

Chicago: E. A. McGINTY, 333 N. Mich. Blvd. Tel. CEntral 6-6964.
 Norwalk, Conn.: KARL H. MAYERS, 11 Alewives Rd., RFD 2 Tel. TEMple 8-2187. Detroit and Cleveland: W. G. SHEEHAN, 17021 Amber Drive, Cleveland 11, Ohio. Tel. WINston 1-1306. Los Angeles: LOU B. CHAPPELL & ASSOCIATES, 8963 Wilshire Blvd., Beverly Hills, Tel. Olympia 2-1496. Gastonia, N. C.: W. C. RUTLAND, P. O. Box 102, Tel. University 7-7905. Cohasset, Mass.: J. D. PARSONS, 39 Atlantic Avenue, Tel. 4-0712. Dallas, Texas: BARON CREAGER, 7713 Inwood Road, Tel. Fleetwood 7-2937. Miami, Fla.: RAY RICKLES, 913 Chamber of Commerce Bldg. Tel. Franklin 1-0376.

Member of Audit Bureau of Circulations
 Member of National Business Publications, Inc.

SUBSCRIPTION: \$1.50 a year or \$3.00 for three years.
 Foreign \$10.00.

Published monthly by
W. R. C. SMITH PUBLISHING COMPANY
 Atlanta, Ga., and Dalton, Ga.
 Editorial and Business Offices
 806 Peachtree Street, N. E., Atlanta 8, Ga.

Publishers also of
 ELECTRICAL SOUTH TEXTILE INDUSTRIES SOUTHERN HARDWARE
 SOUTHERN BUILDING SUPPLIES SOUTHERN POWER & INDUSTRY

WILLIAM J. ROOKE, Chairman of Board; RICHARD P. SMITH, President and Treasurer; T. W. McALLISTER, First Vice-Pres.; E. W. O'BRIEN, Vice-Pres.; A. E. C. SMITH, Vice-Pres.; JOHN C. COOK, Vice-Pres.; A. F. ROBERTS, Secretary

Copyright 1957, W. R. C. Smith Publishing Co., Atlanta, Ga.

DETROIT **Easy** SANDERS do the job FASTER, BETTER, SAVE \$\$\$ - A model for every job. Dual Action, Straight-line, Rotary. Air or electric powered.



DUAL ACTION - New Sanding Motion - Pads of 1 in. to 7 in. Moves in Two Directions at the Same Time. No Heat - even at speeds of 6000 or faster. No Swirls - No Dust - Sanding - Rubbing - Polishing - Grinding.



ELECTRIC STRAIGHT-LINE - The reciprocating Models JR and DF duplicate straight-line, back-and-forth motion of hand-block work. Tops for graining stainless steel and other jobs requiring straight-line finishing.



AIR STRAIGHT-LINE



DISC - SANDER - GRINDER - a very fast, light (3 1/2 lbs.), sturdy production tool. For mounted points and disc to 5 inches.

Write for details of best model for your job.
 See your Jobber.



DETROIT SURFACING MACHINE CO.

1245 E. Eight Mile Road • Detroit 20, Mich.



**MONKEY GRIP'S FREE
MAT MERCHANDISING KIT
Will Increase Your Christmas Profits
With Feather Flex
CAR MATS**

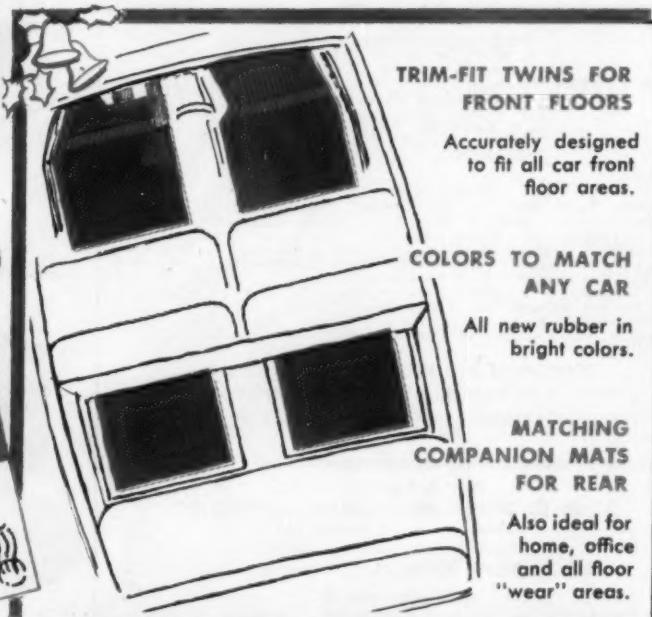


You can spark up your Holiday gift sales of Car Mats with Monkey Grip's Christmas promotion kit containing store banners, carton gift-card wrap-arounds, pennants and other advertising helps. They dress up your store—increase your sales. Don't miss this profit opportunity!



**HURRY!
SEE YOUR JOBBER**

...or supplier for your
Christmas Merchandising Kit
...or for further information,
write:



TRIM-FIT TWINS FOR FRONT FLOORS

Accurately designed
to fit all car front
floor areas.

COLORS TO MATCH ANY CAR

All new rubber in
bright colors.

MATCHING COMPANION MATS FOR REAR

Also ideal for
home, office
and all floor
"wear" areas.

MONKEY GRIP SALES COMPANY

P. O. BOX 6170

5320 HARRY HINES BOULEVARD • DALLAS 22, TEXAS





Automotive **SPOTLIGHT**

September 1957

Will the National Automobile Dealers Association split wide open? There's a lot of interest currently in the Authorized Dealer Survival Association, spawned in Oklahoma by some of the best-known dealers in the Southwest to seek a means of "service responsibility" which would offset to a great degree losses suffered by some franchise holders as a result of bootlegging and cross selling. ADSA would re-establish a form of "territorial security" to the extent of having factories see that dealers get some compensation for new cars sold in their territory by non-resident dealers.

Where will the program end? Units are being set up in other states to push this plan that varies from the one backed by NADA, which says one factory termed a plan like ADSA's illegal months ago. ADSA's backers deny there is or should be any split from NADA, but NADA's outspoken Fred Sutter of Columbus, Ind., declared: "I believe NADA, by virtue of its experience, resources and national influence, is the only logical organization that can effectively represent franchised dealers on any and all programs of national importance either with manufacturers or with Congress. No dealer needs to pay tribute to any other organization to have his interests effectively protected."

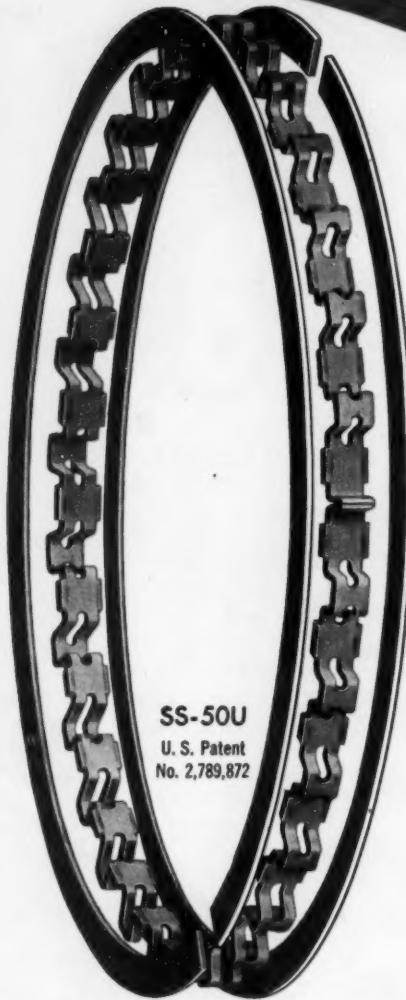
In Oklahoma on August 30 Manager Roy Tant bulletined the Oklahoma Automobile Dealers Association: "The Authorized Dealer Survival Association movement, which began with a group of serious-minded automobile dealers in Oklahoma, is sweeping across the nation with the relentlessness of an Oklahoma-spawned tornado." He said that managers of the Oregon and Michigan associations had found in polls that their members favored the ADSA plan over NADA's by two to one. Meanwhile, NADA's Executive Vice-President Fred Bell planned a Detroit trip to promote that group's program with factory executives.

Dealer profits climbed slightly the first half of this year. The 25,000-member NADA said its regular tabulation showed a before-tax operating profit of 1.7% compared with 1.4% the first quarter of this year and 1.0% the first half of 1956. This year's performance still remained well below 1955's. Details appear on page 155.

Tire torture is going big time at San Angelo, Texas. A multi-million-dollar tire-test proving ground is to be built there by The Goodyear Tire & Rubber Co., which claims it will be the largest of its kind in the rubber industry. It will include a banked five-mile high-speed circle, a meandering 20-mile paved figure-eight turnpike road, a 2½-mile tractor tire straightaway, a five-mile wandering gravel road and headquarters building. The circle will accommodate speeds to 160mph. (Some Indianapolis Speedway cars got above 180mph when Chrysler Corp. dedicated its Chelsea, Mich., proving grounds several years ago.)

Will Chevrolet overtake Ford? GM's division was a bare 5,000 units away when August ended, threatening Ford's opportunity to claim that for the first time in more than 20 years that factory had outproduced its arch rival. As for their 1958 models, more power looms, as surely as prices are to go up. Horsepower may be dampened publicly, but there's no inclination--factory executives told SAJ editors--to be first in any lower-horsepower race!

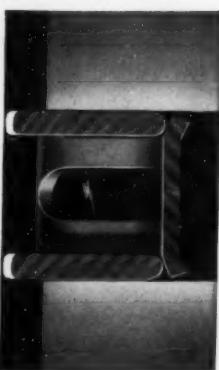
**This ring
does more for you
than any other
introduced
in the
last
decade!**



TWO FEATURES MOST WANTED BY MECHANICS

Proper axial pressure of the side rails against sides of grooves assures side-sealing—even under high vacuum conditions of deceleration.

Circumferential abutment type design makes the ring independent of the contour and depth of piston groove. It exerts its pressure uniformly... conforms more readily to the bore. Chrome-plated steel side rails for more than double normal life. They seat instantly.



**Sealed Power's New
Stainless Steel Oil Ring**

No other oil ring holds full tension at engine operating temperatures, hardens in use. This oil ring will not sludge, will not corrode. All these features are Sealed Power exclusives because only Sealed Power uses austenitic stainless steel!

The Stainless Steel Oil Ring is featured in KromeX sets for engines which require super oil ring performance.

SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

Sealed Power Piston Rings

BEST FOR RE-RING! BEST FOR RE-BORE!



Automotive MARKETS

Dealers Want No '58 Price Increases

"**G**IVE US no price increases and we'll sell more new cars and make more net profit."

That's what a lot of Southern dealers said last month in a survey by SOUTHERN AUTOMOTIVE JOURNAL on what the new-car market looks like for the '58 beauties.

Without even listening anyone could hear Detroit reply that when steel and other suppliers kick up prices, the raises have to go on down the line.

Fifty-four per cent of the answers showed dealers expecting a rise in new-car sales over the '57-model year, 39% anticipating the same unit sales and seven per cent looking for a decline.

On the net-profit question, 50% calculated they were in for an increase, 39% looked for the same as with the '57 models and 11% were in the "lower" column. Some dealers said there'd better be more net profit or there would be fewer dealers.

A heavy sprinkling called for some kind of legal protection of trading territory against cross-selling and bootlegging. Factories should build the cars better so dealers would have less troubles with customers, said others.

But give them no price increases, please, Mr. Manufacturer, said a lot of the respondents. (Turn to page 67 for details.)

Power Brake Use Triples In Three Years

IN THE three-year period between 1953 and 1956, the number of automobiles sold which were equipped with power brakes increased from 11 to 30%, Edward L. Lape, general sales manager for United Motors Service Division of GM, recently pointed out.

Lape predicted that owners demanding power brakes will increase substantially each year and that U-M-S distributors and dealers will be in shape to furnish replacement parts and service to keep power equipment in top repair.

Public Shows Preference For White Cars in '57

CUSTOMER preference for automotive colors did a complete about-face in a year with white among '57 models supplanting last year's demand for black.

Lee F. Desmond, Dodge vice-president in charge of sales, has observed that solid white, a comparative newcomer to the automo-

tive color field, is being ordered by 37.4% of '57 Dodge buyers who prefer a single-tone car, "Last

year," Desmond said, "only 12.6% ordered white while 21.1% requested black. In 1955, white ranked far down on the color preference list."

Desmond stated that black remains a popular color.

Studebaker-Packard Says Dealer Profits Up

STUDEBAKER - PACKARD dealers have reported a 66% increase in profits during the second quarter of 1957 as compared with first-quarter earnings, Sydney A. Skillman, vice-president and general sales manager, reported.

Skillman said the dealers in the first quarter earned profits equal to those of competitive dealers, according to figures reported by the National Automobile Dealer Association.

He credited public acceptance of the new Studebaker Scotsman and interest in Mercedes-Benz cars as helping to stimulate dealer earnings.

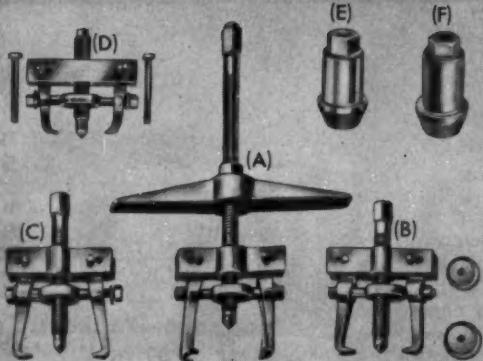
"Frankly, I'm shopping."



SOUTHERN AUTOMOTIVE JOURNAL

Get six pullers in one interchangeable set

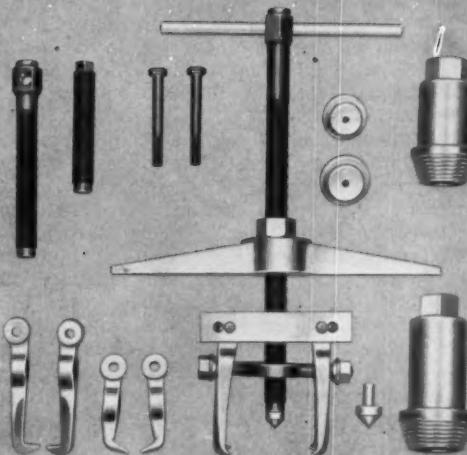
INDIVIDUAL PULLERS



(A) 1 CJ-86	Pinion Gear Puller	\$22.85
(B) 1 CJ-81C	Side Carrier Bearing Puller	13.75
(C) 1 CJ-82B	Pitman Arm Puller	11.95
(D) 1 CJ-87	Timing Gear Puller	12.50
(E) 1 CJ-66-16A	Oil Seal Puller	6.15
(F) 1 CJ-66-24	Oil Seal Puller	7.50
(G) 1 KR-280C	Metal Case	8.25

**—SAVE OVER
1/3 THE COST**

INTERCHANGEABLE PULLER SET



TOTAL \$82.95

\$57.50

YOU SAVE \$25.45

1 CJ-281-B
Set in
Metal Box

on easy payments
\$6.50 down
\$2.25 per week

Prices subject to change without notice.

Now you can get a single *Snap-on* combination puller set that handles the work of six individual pullers — for a third less cost.

Save now on the set that handles almost all of those special, frequent pulling jobs — a set that pays for itself over and over again.

Snap-on pullers stand out and stand up

These *Snap-on* pullers are made from the finest alloy steels. Jaws are forged and heat-treated for extra strength and are shaped to match the parts they pull. All parts are precision-made to fit together smoothly, work easily and speed your pulling jobs.

Yours on easy payments

Take advantage of this six-in-one offer now. Equivalent separate pullers, regardless of make, would cost you much more. And this set is yours for just a little down, a little each week. Ask your *Snap-on* man about the CJ-281 puller set the next time he calls.

SNAP-ON TOOLS
CORPORATION

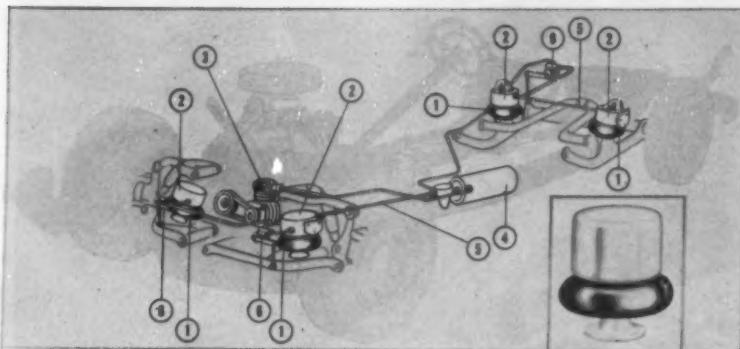
8052-I 28th Avenue

Kenosha, Wisconsin





Automotive NEWS BRIEFS



Connecting air lines, reservoir tanks, rubber bellows, leveling valves and an air compressor comprise the new Airide suspension system developed by The Firestone Tire & Rubber Co. Compressed air, regulated by special leveling valves, is forced into the bellows chamber to compensate for heavy loads or allowed to escape in the case of lighter loads. The exploded view shows the Airide spring (black) and reservoir mounted on its pedestal. Component parts are: 1.—Airide bellows (rubber and nylon). 2.—Air reservoirs. 3.—Air compressor. 4.—Central air supply tank. 5.—Air supply lines. 6.—Leveling valves.

"Labor Law" for Dealers Published by NADA

A BOOK entitled "Labor Law for Automobile Dealers," designed as a practical guide for dealers in areas of labor relations management, has been published by the National Automobile Dealers Association and is available to any of the approximately 25,000 members.

Developed as a project of the personnel relations committee, the book covers such topics as the Taft-Hartley law, unfair labor practices, employee elections, employee rights during organizing, how to persuade employees, grappling with employee gripes, guides for conduct, what to do when the union walks in, what to teach key men about labor relations and definitions of common labor relations terminology.

The service is available to NADA members at a cost of \$35, with a one-year renewal fee of \$10. The subscription plan covers revisions and supplements which will be issued periodically to keep the service current.

For non-members, the cost is

\$50, with a one-year renewal fee of \$15.

Dealers who wish to subscribe to the service should write to NADA personnel relations committee representative, 2000 K Street, N. W., Washington 6, D. C.

JANUARY				APRIL				AUGUST				DECEMBER			
S	M	T	W	S	M	T	W	S	M	T	W	S	M	T	W
Looking Ahead															
(1/22-25, 4/25-26, 8/15-16, 12/22-23)															

DEALERS

Sept. 15-16—Annual convention of Kentucky Automobile Dealers Association, The Sheraton-Seelbach Hotel, Louisville.

Sept. 22-24—Annual convention of Alabama, Buena Vista Hotel, Biloxi, Miss.

Sept. 26-28—Annual convention of Arkansas Automobile Dealers Association, Marion Hotel, Little Rock.

Oct. 2-4—Annual convention of Texas Automotive Dealers Association, Baker Hotel, Dallas.

Oct. 14-16—Annual convention of Truck Body and Equipment Association, Biltmore Hotel, Atlanta.

Oct. 20-21—Annual convention of Oklahoma Automobile Dealers Association, Tulsa.

Oct. 20-22—Annual convention of Florida Automobile Dealers Association, Balmoral Hotel, Bal Harbour, Miami Beach.

Nov. 3-5—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Nov. 24-26—Annual convention of National Independent Automobile Dealers Association, Washington, D. C.

Jan. 11-15—Annual convention of National Automobile Dealers Association, Miami Beach, Fla.

June 15-17—Annual convention of Tennessee Automotive Association, Noel Hotel, Nashville.

WHOLESALERS

Oct. 16-17—Fall convention of Virginias-Carolinas Automotive Wholesalers Association, Robert E. Lee Hotel, Winston-Salem, N. C.

Oct. 17-18—Annual booth conference and convention of Automotive Wholesalers of Texas, Hilton Hotel, San Antonio.

Nov. 2-4—Annual convention of Automotive Wholesalers Association of Louisiana, Jung Hotel, New Orleans.

Nov. 30-Dec. 1—Annual convention of Florida Automotive Wholesalers Association, Orlando.

Nov. 30-Dec. 6—Convention cruise of North Carolina Automotive Wholesalers Association aboard the Stockholm from Wilmington, N. C., to Havana and Nassau and return.

Dec. 1-5—Annual conference of Automotive Warehouse Distributors Association, Muehlebach Hotel, Kansas City, Mo.

Feb. 3-6—31st annual Automotive Accessories Manufacturers of America Exposition, Navy Pier, Chicago.

Feb. 18-19—Annual convention of Motor and Equipment Wholesalers Association, Statler Hotel, Los Angeles, Calif.

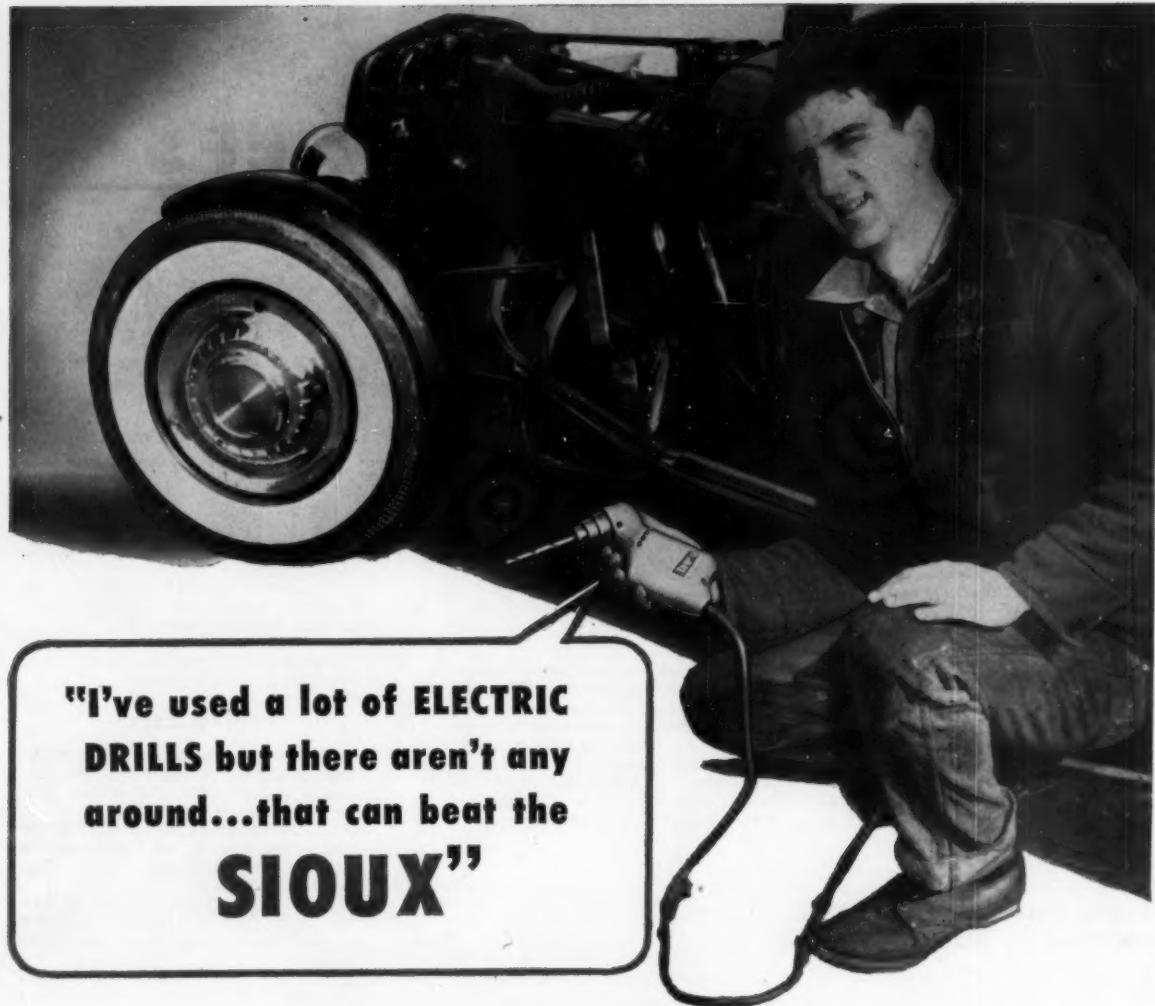
Feb. 18-19—Annual convention of National Standard Parts Association, Ambassador Hotel, Los Angeles, Calif.

Feb. 20-23—Pacific Automotive Show, Pan Pacific Auditorium, Los Angeles, Calif.

May 11-14—Annual convention of Automotive Engine Rebuilders Association, Sheraton-Park Hotel, Washington, D. C.

June 16-17—Annual convention of Automotive Wholesalers' Association of Alabama, Birmingham.

Feb. 18-21, 1959—National Automotive Service Industry Show, Navy Pier, Chicago.



"I've used a lot of ELECTRIC DRILLS but there aren't any around...that can beat the SIOUX!"

"I've been meaning to write this letter to you people for a very long time. In 1952 I bought a 6" Ball Bearing Bench Grinder, a Half Inch Heavy Duty Drill and also a No. 1495 $\frac{1}{4}$ " ALL-ANGLE Drill. In all that time I haven't had a bit of trouble with any of these tools.

All three tools are great, but the $\frac{1}{4}$ " ALL-ANGLE Drill is the reason I'm writing this letter. *I've used a lot of electric drills but there isn't any around that is made that can beat the SIOUX.* With that drill, you can get into the tightest place that you can put your fist into.

You can put oversize drills into it and it won't die out on you. It's the most compact, the most rugged piece of equipment I've used. It couldn't be designed any better, I don't think, and whoever had the brains to design that really deserves a lot of credit.

He must have had us in mind when he designed it because it's *perfect*. In our kind of work we have to be fussy and we don't pass out compliments too easy, but there are so many poorly designed tools for sale, that I really thought you deserved these compliments.

I've never written to a manufacturer before but I appreciate working with good tools and I have to give your drill a lot of credit for our prize winning cars. A lot of people have bought the offset drill after using mine. It sells itself very easily.

You're perfectly welcome to do as you please with this letter, and I would endorse any of your products."

JOHN SHARRIGAN, Watertown, Mass.



ALBERTSON & CO., INC.
SIOUX CITY, IOWA, U.S.A.

ELECTRIC DRILLS • SCREW DRIVERS • SANDERS • GRINDERS • IMPACT WRENCHES • VALVE FACE
GRINDING MACHINES • POLISHERS • PORTABLE SAWS • FLEXIBLE SHAFTS • ABRASIVE DISCS



Automotive NEWS BRIEFS

(Continued from page 91)

South's Men of Business Praised by Quinn

THE progressiveness of Southern businessmen drew praise from E. C. Quinn, president of Chrysler Division, in a luncheon talk at the Rotary Club in Atlanta last month.

He expressed the belief that willingness of the American people to accept change in ways of doing business, and in products, is an important factor in the nation's economic progress.

Georgia and Atlanta, he said, provide excellent examples of the



President Quinn

benefits resulting from this willingness to accept economic change.

"You are attracting great quantities of new industries," Quinn said. "Everywhere I look I see huge new plants that were not here last time. The value of the products manufactured in Atlanta alone has doubled over just the last ten years, and Georgia industry today out-produces the farmer."

"Even the cows have not stood still. There are 30,000 fewer than there were just 30 years ago, but they produce 30 million more gallons of milk."

Quinn said Chrysler Corp.'s confidence in Atlanta's progress was a major reason for the decision to build a training center on Atlanta's south expressway. The center will provide training facilities for 1,900 dealers and their personnel in 11 states.

He said the demand for new and improved products is a stimulant to progress in the automobile industry. He cited as an example the

tremendous increase in demand for power steering, introduced by Chrysler in 1951.

"In that first year, only 15% of our highest-priced cars had power steering," he said. "This year 98% of all Chryslers and Imperials have it. What that means is that we have been able to justify spending a lot of time and money to make the power steering unit considerably better every year. If it had not been that popular, we could not possibly have made anything like the changes and the progress that we did."

"The same thing applies to automatic transmissions, new suspension system, power brakes and, of course, to all the big changes in styling, inside and out. How fast any of us can go depends on one thing above all others: how fast people who buy cars will accept the changes we offer."

"That fact goes not just for cars, but right across the board, and it's just as important in regard to the little changes as it is to the big ones. We never know when the success of some small item will add the one missing step needed to complete a major advancement somewhere else."

Inter-Industry Committee Appoints Hargroder

APPOINTMENT of Charles M. Hargroder as Southern regional representative of the Inter-Industry Highway Safety Committee has been announced by M. R. "Bud" Darlington, Jr., managing director.

A native of Louisiana, Hargroder will reside in New Orleans, where he will be available to assist state and local dealer highway and safety chairmen, their committees, dealer associations and public officials in the 14 Southern states as part of the committee's field service work under the direction of Frank P. Lowery.

His region includes Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia.

Before joining the committee, Hargroder was on the staff of Congressman Hale Boggs of Louisiana for more than a year and prior to that he had been executive assistant to Governor Robert F. Kennon for two years. In that capacity he handled public relations.

Ralph R. Teeter, right, former president of Perfect Circle Corp., explains operation of the Speedosat, which he invented, to William B. Prosser, Perfect Circle president. Enabling drivers to pre-set their speed and then warning them, as well as maintaining the speed, if desired, it has been adopted as optional equipment on several models of 1958 automobiles. For details turn to page 86.



*Now's the time...
to replace
faulty
pumps
with*

PERMITE WATER PUMPS

Head off cooling system troubles for your customers by installing new Permite Water Pumps, now.

Permite Water Pumps, like all Permite Parts, are built to the highest engineering standards by a basic manufacturer, a leading supplier to car and truck manufacturers.

Availability? You betcha! Permite has the most complete line of water pumps available to the automotive service market. You can get the pumps you need from your nearby Permite Distributor—quickly!

ALUMINUM INDUSTRIES INC., Cincinnati 11, Ohio

original equipment

Permitite parts

the complete motor and chassis line



Newly-elected officers of the Automobile Dealers Association of West Virginia include (l. to r.): Tag Galyean, secretary-treasurer; O. L. Mullins and John D. Queen, regional vice-presidents; A. W. Orndorff, president; Walter M. Duncan, NADA director, and W. D. Poland, first vice-president. Elections were held during the association's annual meeting at The Greenbrier at White Sulphur Springs.

West Virginia Dealers Can Become Insurance Agents under New Code

UNDER West Virginia's insurance code automobile dealers will be eligible to become dealer agents, State Insurance Commissioner Harold Neely told the Automobile Dealers Association of West Virginia at their 24th annual meeting at The Greenbrier Hotel at White Sulphur Springs last month.

The code, which becomes effective next January 1, will differ from those in many other states, according to Neely. It provides that insuring a vendor's or lender's interest in property does not make the lien holder ineligible for an agent's bonus. Instead, it holds that a dealer, in becoming an insurance agent, is assisting a buyer to obtain necessary insurance for the vehicle being financed.

Dealers will be required to take a state examination before they can obtain a license. They will be limited to various forms of automotive insurance — collision, public liability, fire, theft, comprehensive coverage, medical and hospitalization in cases of accident, also \$50 and \$100 deductible property damage policies.

Frank H. Yarnall of Chicago, past president of the National Automobile Dealers Association and chairman of the NADA advertising ethics committee, warned the group that "bad advertising leads

to bad merchandising." The Chicagoan noted that false advertising is illegal and most states have laws dealing with the problem. But like many other statutes, he added,

If you'd know something about how franchised dealers have to figure their profits these days, turn to page 15 and see what this prominent Dallas dealer, Delmo L. Johnson, told Virginia dealers this month.



there is no prosecution until someone takes interest to complain.

He said that "today there are more people concerned about the future of the automobile business than ever before."

Other speakers at the three-day meeting included Joseph E. Bayne, a member of the Ford Motor Co. dealer policy board, and R. C. Somerville, assistant to the vice-president in charge of dealer relations, Chrysler Corp.

A. W. Orndorff of the Brown Chevrolet Co., Montgomery, was installed as the new president. He succeeds B. F. Sonderman of Wheeling.

Other officers include: W. D. Poland of the Union Sales Co., Martinsburg, first vice-president; John D. Queen of Queen Chevrolet, Wellsburg, vice-president for region 1; E. M. Daniell of Daniell Motors, Spencer, region 2 vice-president; O. L. Mullins of Boone Motor Sales in Madison, region 3 vice-president, and T. A. Galyean of Tag Galyean, Inc., Charleston, reelected secretary-treasurer.

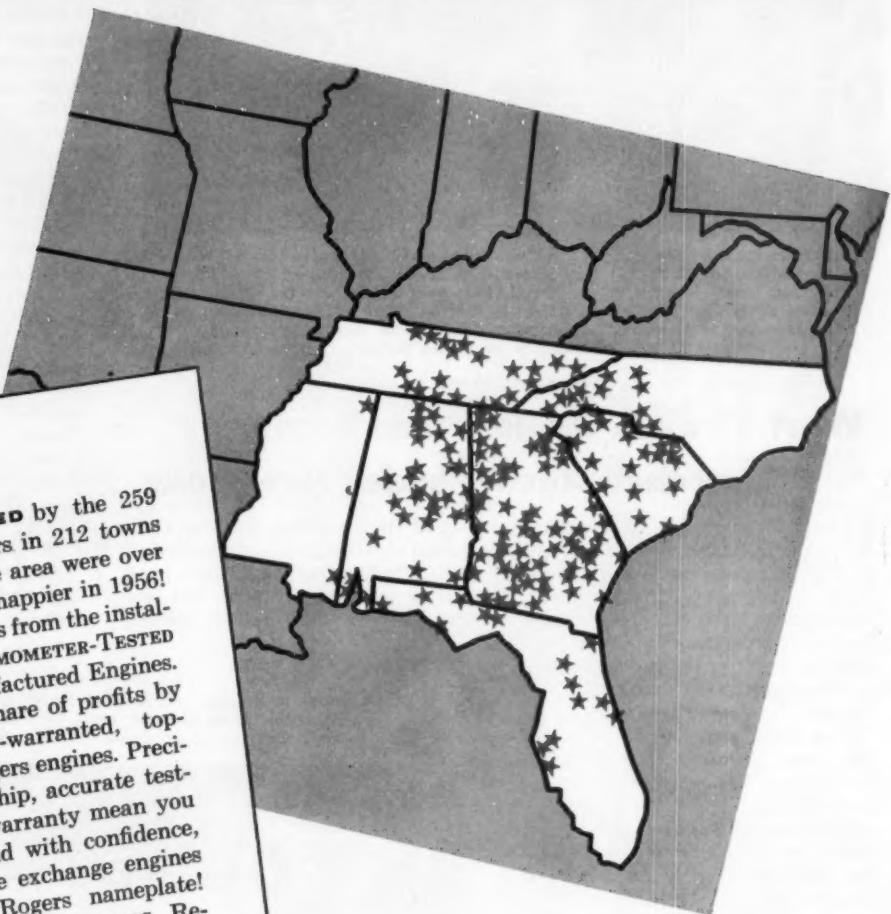
Approximately 325 West Virginians and their guests attended the meeting at the mountain spa.

1,000,000 reasons for installing ROGERS Remanufactured ENGINES

DEALERS SERVED by the 259 Rogers distributors in 212 towns over a seven-state area were over a million-dollars happier in 1956! These were profits from the installation of DYNAMOMETER-TESTED Rogers Remanufactured Engines. Ring up your share of profits by installing fully-warranted, top-performing Rogers engines. Precision workmanship, accurate testing, and full warranty mean you can recommend with confidence, sell with pride exchange engines bearing the Rogers nameplate! Install high-profit ROGERS Remanufactured ENGINES!

NOW SERVING THE ENTIRE STATE OF FLORIDA!

From our brand new warehouse facilities in Orlando, we can deliver Rogers Remanufactured Engines to South Florida in record time. Inquiries from jobbers in southern Florida invited.



If your jobber does not handle Rogers engines, contact us—we'll contact him!

ROGERS
Remanufactured
ENGINES

300 Hunnicutt St., N.W., Atlanta, Ga.

YOUR REPUTATION RIDES WITH THE ENGINES YOU INSTALL

Want more facts? Use Reader Service Card Page 134 SOUTHERN AUTOMOTIVE JOURNAL for September 1957



What happened to the Tucker? Here is part of the answer. One of the hand-made "cars of the future," produced by the late Preston Tucker in the '40s is now an advertising gimmick on the Art Watson used-car lot on 36th St. in Miami, Fla. It was bought by the

owners in 1949 and now, according to Sales Manager Ed Blanchard, "only gets a second glance because we painted a sign on it — people remember the Tucker name." The rear-engined car has a "pancake" six-cylinder. Gear shift is by pre-selection.

Success Through Profit Control Is Cited by Texan to Virginians

By DELMO L. JOHNSON*

President of Texas Automotive Dealers Association

I BELIEVE you will agree that in order to successfully operate an automobile dealership, a dealer should:

1.—Continuously analyze his entire operation.

By this I mean he should make a study of two general factors that control the success or failure of his dealership, one being "dealership potential." Dealership potential is governed by the type personnel you employ and the geographical location of your dealership and both must be considered very accurately to determine how much overhead expense is absolutely necessary in your dealership to realize your full potential. Overhead must be tailored to cover only the necessary expenses but not cut to the point of costing the dealership any of its potential profitable business.

2.—We ask ourselves: — From what is our dealership income derived?

You are actually operating three separate stores and a bank.

1st.—Parts sales store.

*Abstracts from an address prepared for delivery before the annual convention of the Automotive Trade Association of Virginia at Roanoke Sept. 9. The speaker has been a Chevrolet dealer for 32 years. For the past 22 years he has operated one of the Southwest's largest dealerships, Johnson Bros. Chevrolet Co., Dallas. He has long been prominent in the industry.

2nd.—Service sales store.

3rd.—New- and used-car sales store.

4th.—Bank, consisting of finance cash reserves and interest from automobile notes.

Under these headings we must arrive separately at the proper percentage ratio each of these income departments to show yield of the total dealership income and how each of these departments can be handled to produce more net profit for the dealership.

3.—Compensation is important. It is now almost universally ac-

cepted that you should:

A. Hitch your automobile sales commissions to gross profits. Retail salesman.

B. Hitch your service and parts commissions to gross profits. Counter salesman—service salesman.

C. Department heads who control expenses should be paid on net profit basis. Sales manager—parts managers—service manager.

4.—Why do business without a reasonable net profit? With this in mind, any dealer should consider the following:

1. Aggressive selling to get a fair share of the market.

2. Make every department operate at a profit by knowing your selling costs in each department.

3. Net profit per deal equals "ultimate cost" on the car, plus a reasonable profit.

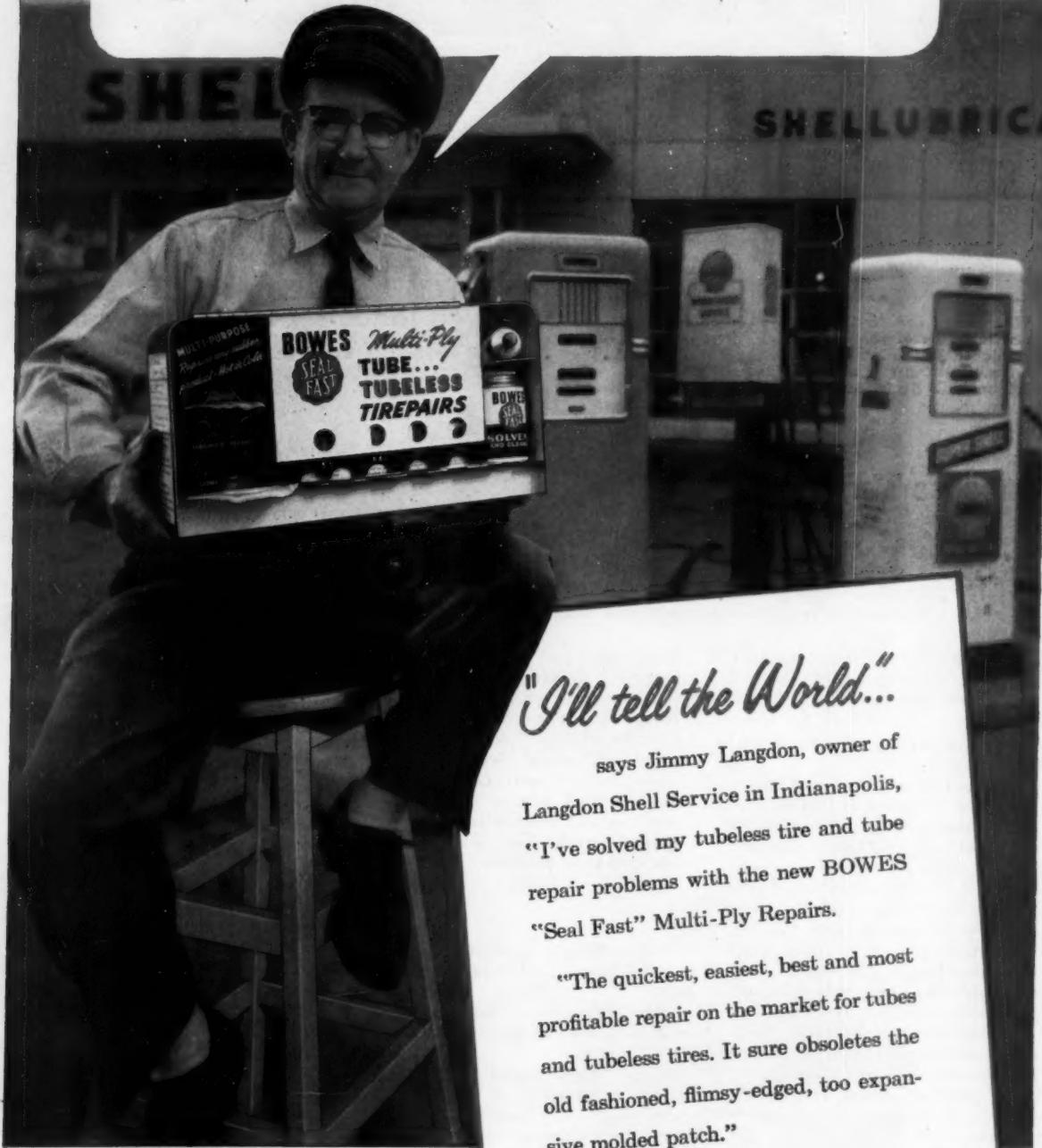
4. All trade-ins should be valued at wholesale so that each individual deal, new and used, can be figured profitwise before the deal is made. To do this you must know your "ultimate cost."

5. Don't dissipate the profits of a healthy department by using them to cover losses of a department that is not making money.

6. Every transaction for a new car, a used car, a part, or a service operation should return a profit to the business, or it shouldn't be made. . . .

(Continued on page 146)

"I'll tell the World..."



"I'll tell the World..."

says Jimmy Langdon, owner of
Langdon Shell Service in Indianapolis,
"I've solved my tubeless tire and tube
repair problems with the new BOWES
"Seal Fast" Multi-Ply Repairs.

"The quickest, easiest, best and most
profitable repair on the market for tubes
and tubeless tires. It sure obsoletes the
old fashioned, flimsy-edged, too expansive
molded patch."

Thousands of Dealers
every week are
turning to the NEW

BOWES



Multi-Ply **REPAIRS**

because
**6 IMPORTANT
EXCLUSIVE FEATURES**

have solved their important
Tubeless Tire and Tube Repair Problems



4 Laminated Layers

Now! One patch that repairs both tube and tubeless tires, cold or hot. The difference is multiple plies—four laminated layers individually thin for flexibility, collectively strong.

\$500.00 Profit!

Many dealers have reported \$450.00 to \$500.00 profit on the original materials in the Multi-Ply cabinet shown below.



The Compact Multi-Ply Cabinet

This attractive, compact cabinet (18" x 8" x 6") contains everything you need to repair Tubes or Tubeless Tires—Cold or Hot. Patches of new Multi-Ply material, new self-vulcanizing fluid and solvent, Nail Hole and nylon cord sections for larger injuries.

- 1 Repairs both Tubeless Tires and Tubes
- 2 Cold or Hot
- 3 The Bowes "Multi-Ply" patch is a scientific marriage of solidly laminated 4 plies—each for a specific purpose—one for strength, the other 3 plies providing elasticity, flexibility, and perfect adhesion. Equally effective Cold or Hot.
- 4 Revolutionary new B133 self-vulcanizing fluid makes possible quick, permanent, COLD tubeless tire repairs.
- 5 Bowes Solvent speeds safe and sure tube repairs.
- 6 Nail Hole and Nylon Cord sections included in cabinet for larger injuries.

Multi-Ply—the multi-purpose repair for all rubber products
—tried and approved by leading tubeless tire manufacturers.

BOWES "SEAL FAST" CORP., INDIANAPOLIS, INDIANA • HAMILTON, ONT., CANADA • LONDON, ENGLAND
BOWES PACIFIC CORPORATION, RIVERSIDE, CALIFORNIA

Precision Bearings . . . PLUS!



There's more than Quality Bearings in this box . . .

You get a *lot* more than a fine bearing when you open a Federal-Mogul package. You get the assurance that the bearing is *engineered* for service. You can get technical help in tools, manuals and service information. Your jobber makes these available to you—

and he is backed by Federal-Mogul Service, an organization specializing in *your* kind of work. And there's one more plus: You know you're joining the other fine mechanics who have made Federal-Mogul engine bearings *number one in preference!*

FEDERAL-MOGUL SERVICE

DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC.



RESEARCH • DESIGN • METALLURGY • PRECISION MANUFACTURING • SERVICE

**PUTS CAR WASHING SERVICE
ON A PROFITABLE BASIS!**



*Easy does it—
THE WEAVER WAY*

WEAVER AUTOMATIC OVERHEAD CAR WASHER

Take advantage of the full profit possibilities that car washing service offers. It's easy with a Weaver Automatic-Overhead Car Washer. This super-efficient unit will greatly enlarge your washing capacity... give you double the profits that is possible by manual washing.

No costly installation is needed. No tracks, large inlet pipes, special drains, storage tanks, splash walls or curtains are needed. You merely anchor chains overhead, connect water, and plug into electrical outlet.

The time-saving, profit producing results that others are getting—YOU can get. And best of all the Weaver Car Washer is reasonably priced.



FINGER-TIP OPERATION

1 TEMPERING CYCLE. On flick of lever, "Spray Arch" automatically starts, moves length of car spraying it with clear water while front wheels are hand washed.

2 DETERGENT CYCLE. At end of "Tempering Cycle" the "Spray Arch" automatically reverses direction, sprays car with "Weaver-Gloss" Detergent and water as operator starts sponging at rear.

3 SPONGING CYCLE. To permit completion of manual sponging, the machine stops at end of "Detergent Cycle" for an adjustable interval which is pre-set to suit manpower available.

4 RINSING CYCLE. After "Sponging Cycle," unit automatically starts, delivers 4 clear water rinses, and automatically shuts off.

See your Weaver jobber or write us for Bulletin SAJ-710

WEAVER

WEAVER MANUFACTURING CO., SPRINGFIELD, ILL., U.S.A. SERVICE SHOP EQUIPMENT

Complete Weaver line includes: Twin Post Lifts . . . Triple Post Lifts . . . Single Post Roll-on, Free-Wheel and Frame Type Lifts . . . Unit Lifts . . . Bumper Lift . . . Cor Washers . . . Wheel Alignment Equipment . . . Headlight Testers . . . Brake Testers . . . Wheel Balancing Equipment . . . Jacks . . . Wheel Dollies . . . and Air Compressors.



Stop
Radio-TV
Interference
Without
Gadgets!



exclusive TVRS cable

The same conductor that carries the current prevents ignition interference and increases spark plug life

Packard Electric T.V.R.S. ignition cable has a non-metallic conductor that does two jobs simultaneously: It carries the current that makes the spark; and it controls the intensity of spark. Thus, with one essential part, you offer increased spark plug life and prevent ignition interference in the car radio or on nearby television sets. Extensive laboratory tests prove that by distributing resistance over the entire ignition wiring circuit, T.V.R.S. cable does a more effective job of

suppression than can be obtained by spot suppressors. As a result, there is far less broadcasting of interference and less spark plug erosion.

Packard T.V.R.S. cable is original equipment on almost half of the cars made today. There is a potentially big and profitable replacement market. And, since no spot suppressor can equal its performance, T.V.R.S. is easy to sell as an improvement feature for vehicles not factory-equipped with T.V.R.S.



READY-TO-INSTALL KITS

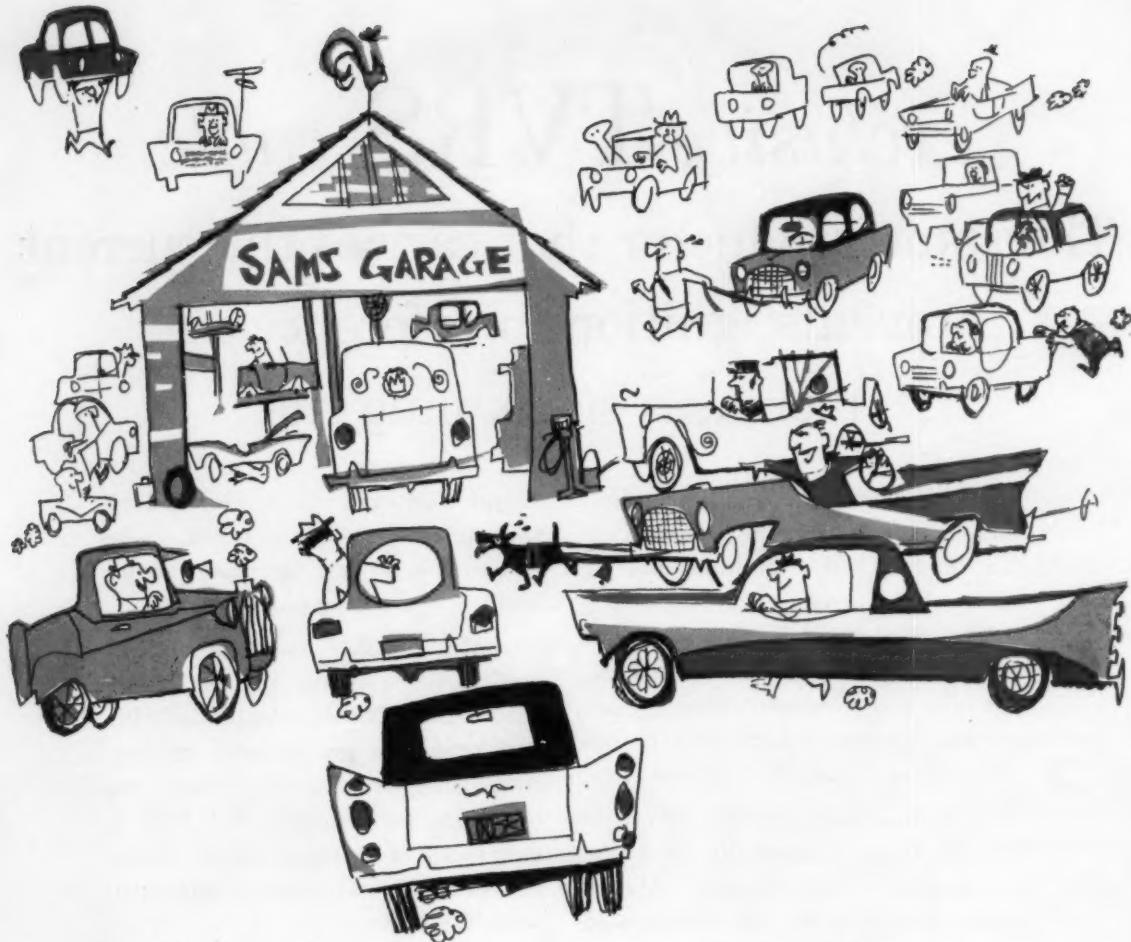
Complete packaged ignition wiring sets with terminals attached are available. Packard Electric T.V.R.S. Suppressor Cable is also available on spools with separate terminals and illustrated instructions for making fast, trouble-free attachments. Ask for Packard Kit 420-K.

Packard Electric

Warren, Ohio



"Live Wire" division of General Motors



*what's Sam
got in the
back room?*

*Timken® bearings
for replacement!*

Good workmanship and the best in replacement parts are what keep customers coming back. When it's a bearing job, your best replacement is a Timken® tapered roller bearing. And tell 'em it's Timken. It's the best-known name in bearings—one customers *know* means quality. The Timken Roller Bearing Company, Canton 6, Ohio. Canadian plant: St. Thomas, Ontario. Cable: "TIMROSCO".



TIMKEN
TRADE-MARK REG. U. S. PAT. OFF.
TAPERED ROLLER BEARINGS

CUSTOMERS LOVE YOU WHEN YOU REPLACE WITH AMERICA'S BEST-KNOWN BEARING...JUST TELL 'EM IT'S...

See the first Timken Televent hour, in color, "Eleven against the ice—story of the Antarctica Turnpike". NBC-TV, Monday night, Sept. 23rd.

300%

more resistance to overcharge*
greater resistance to undercharge
these two killers account for 80% of all
battery failures

with
new

National



THE BATTERY WITH THE

Silver lining

Less work with new
National batteries

Up to 5 times longer
battery shelf life

NO trickle charging

NO acid inventories

NO dangerous acid handling

NO weak outdated battery stock

NATIONAL'S merchandising program helps you sell
more batteries, make more money.

SEE YOUR JOBBER OR WRITE

Read

The Silver-Cobalt Story

Corrosion eats away battery grid material just like rust eats away bare steel. Coated steel lasts indefinitely because it doesn't rust. Similarly, silver cobalt coats the battery grids, protecting them from corrosion. The grids last longer—the battery performs better—stays stronger longer.



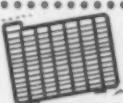
Bare unprotected
steel rusts



Coated steel
resists rust



Unprotected battery
grids corrode



Silver cobalt grids
resist corrosion

GOULD-NATIONAL BATTERIES, INC.

SAINT PAUL 1, MINNESOTA

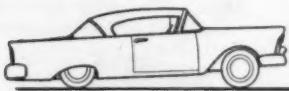
*based on SAE minimums

SOUTHERN AUTOMOTIVE JOURNAL for September 1957 Want more facts? Use Reader Service Card Page 134



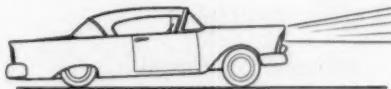
get your customers

MONROE LOAD-LEVELERS PREVENT THESE TROUBLES



Heavy loads change caster of front wheels, cause excessive tire wear as well as poor steering.

-
-
-
-
-
-
-
-



With headlights angled upward, visibility is reduced and lights glare into eyes of oncoming motorists.

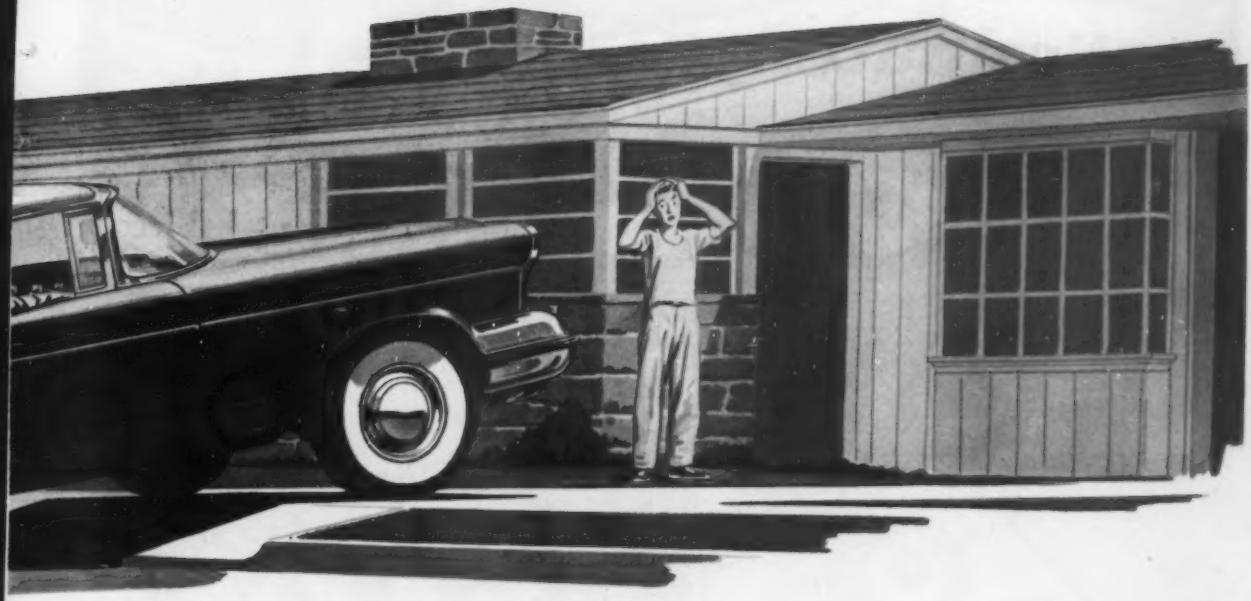


Rear passengers are awkwardly seated and ride uncomfortably. From this position they find it difficult to get out of the car.

-
-
-
-
-
-
-
-



Heavily loaded car sways and swings as it rounds curves, throws passengers from side to side. Car stability is seriously impaired.



out of this *Scrape*
with the
NEW MONROE
LOAD-LEVELERS

Look at the design of today's cars and you'll immediately see the need for the new Monroe Load-Levelers. Cars are longer, lower, roomier. They have plenty of *space*, but they're not designed to safely and comfortably carry the heavy *load* of rear seat passengers and a trunk full of luggage. Scraping and bumping on inclined driveways are the annoying results.

The entirely new Monroe Load-Levelers absorb the stress of heavy loading . . . prevent sag, sway and dip.

They increase road clearance. They give a smooth, level ride with headlamps always beamed safely on the road. When the car is unloaded, they automatically compensate for the lightened load.

Anyone who owns a trailer, station wagon or panel truck . . . salesmen who load their cars with sales literature and equipment . . . sportsmen . . . vacationers . . . they all need Monroe Load-Levelers—and there isn't another product like them! Get full details today!



Monroe Auto Equipment Company
Monroe, Michigan

MONROE **Load-
Leveler**

CALIBRATED RIDE CONTROL WITH ANY LOAD

SOUTHERN AUTOMOTIVE JOURNAL for September 1957 Want more facts? Use Reader Service Card Page 134

Eliminate Sanding Time...with

ARCO^{*} NON-SANDING PRIMER-SURFACER-SEALER



**It Primes!
It Fills!
It Seals!**



Arco Non-Sanding Primer-Surfacer-Sealer fills scratches and other minor imperfections . . . inhibits the spreading of rust. It dries to a satin smoothness over bare metal or previously painted lacquer or enamel surfaces.

This amazing new flash primer needs no drying

time under synthetic enamel — only 1 hour under lacquer. It eliminates dust and overspray...gives extra flow-out to finish enamel and produces a better bond between the undercoat and new finish.

Save time and money with this high quality flash primer. Call your Arco jobber today!

THE ARCO COMPANY
7301 Bessemer Avenue • Cleveland 27, Ohio

*Registered Trademark





**Harrison's new thermostat is designed specifically
for today's high-pressure cooling systems!**

Stock the most modern stat on the market! Stock Harrison's new poppet pellet thermostat. This new stat combines all the advantages of the conventional pellet-type thermostat with a revolutionary reverse-action valve feature which permits a more uniform, free flow of water. No soldered joints and no hinges for extra-rugged, extra-dependable service! And modern high-compression engines are assured of accurate temperature control even under the most severe operating conditions. Stock the newest—stock Harrison poppet pellet thermostats. Order from your nearby United Motors Service distributor or zone office today.



HARRISON

RADIATOR DIVISION, GENERAL MOTORS CORP., LOCKPORT, N.Y.

TEMPERATURES
MADE
TO
ORDER

Watch those mounting brake temperatures! They can be deadly...

By E. E. Wallace

Chief Automotive Product Engineer, Wagner Electric Corp.

Modern, more powerful vehicles with radically improved acceleration, operating in heavier traffic than ever before, must make more stops and snubs from higher speeds. Tremendous heat is developed in the brakes. But modern styling calls for smaller covered wheels with far less ventilation to cool the brakes. Greater heat input combined with lessened cooling capacity adds up to trouble unless every part of the braking system is engineered to perform safely at high operating temperatures.

Brake Cylinder Cups and Boots

Our research indicated that materials generally used in the manufacture of brake cylinder cups and boots were rapidly approaching their top safe operating temperature limits. New materials and designs were required to meet the problem of brake fluid leakage caused by loss of cup lip tension due to heat. To solve this problem, Wagner developed new High Temperature Resistant (HTR) compounds that meet or surpass SAE 60 R2 Specifications (Rubber Cylinder Cups for Heavy-Duty Vehicles). All Wagner Lockheed master and wheel cylinder cups are now furnished in the new HTR compound



New HTR compound wheel cylinder cups are individually inspected for dimensional accuracy and molding imperfections. They seal so perfectly that cup expanders are not recommended to prevent leakage.

designs. All Wagner wheel cylinder boots are also furnished in the new HTR compounds.

Hydraulic Brake Fluid

Brake fluids with low boiling temperatures are potentially dangerous, too. A 4000 lb. car, for example, stopped repeatedly from high speeds, can generate brake fluid temperatures of 250°F or more, which can cause low boiling point temperature



Use only SAE Specification Brake Fluid. Wagner Lockheed 21B surpasses all specifications for heavy-duty service. There isn't a safer brake fluid on the market!



Every Lockheed Hydraulic Brake Hose is pressure tested for leakage and loose fittings to prevent the dangers that can result from faulty brake hose.

A new killer stalks the highways!

Higher average brake operating temperatures encountered in modern high speed cars can be a potential killer.

If you are a Brake Repairman or a Jobber Salesman, the information you get from this article may save someone's life.

brake fluid to partially vaporize with resultant brake failure. Wagner Lockheed 21-B Heavy-Duty Brake Fluid successfully resists high temperatures caused by the toughest operating conditions. It is chemically balanced to withstand extreme heat without gassing as well as to withstand sub-zero temperatures without congealing or solidifying.

Hydraulic Brake Hose

Brake hose, while not exposed to quite as high operating temperatures as the rest of the braking system, nevertheless is subjected to great strain in modern high-speed vehicle operation. That's why Wagner brake hose is rigidly tested to withstand (1.) 5000 lbs. per square inch of brake line pressure without bursting; (2.) A 400 lb. pull test without end fittings pulling off or hose rupturing; (3.) Flexing for more than 35 hours at 800 rpm under 250 lbs.



Wagner Lockheed Master and Wheel Cylinders are carefully tested and inspected for uniformity and dependability. Here, a "semi-steel" casting is being tested for hardness.

psi pressure. All Wagner brake hose meets or surpasses SAE 40 R specifications.

Master and Wheel Cylinder Castings

Castings used in master and wheel cylinders must have the best metal properties to be non-porous... completely leakproof... and strong enough to withstand the pressure of severe service. Wagner castings are made of "semi-steel" that is "diamond-bored" to exacting specifications, then burnished to a brilliant "mirror-finish" to assure smooth, even action of the pistons in the cylinders. Such smoothness adds to braking safety by permitting a *positive* seal with the rubber cup when brakes are applied.

Brake Lining

The point of highest brake operating temperature is reached between the brake lining and the brake drum. A single "panic" stop from high speed can create a literal ring of fire around the brake. The resistance of brake lining to heating without excessive fade or loss of friction and wearing properties is now more important than ever before. For that reason, changes in processing and ingredients that withstand today's more severe braking requirements and offer greater strength have been added to the Wagner Lockheed Brake Lining formulations.

* * * *

Remember that life depends on 3/16" thickness of brake lining and its ability to stand high temperatures... and on the cylinders, cups, boots, hose, and brake fluid that you furnish your customers. Brake jobs are easier, performance is best with Wagner Lockheed Replacement Parts—all manufactured to original equipment specifications.

Wagner Electric Corporation

6362 PLYMOUTH AVENUE, ST. LOUIS 14, MO., U.S.A.

(Branches in principal cities in U.S. and in Canada)

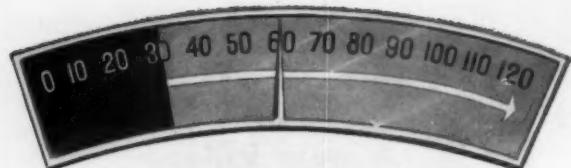
AST-17



Only the best brake lining can accommodate the range of heat generated by modern cars and driving habits. Wagner Lockheed Brake Lining is available for every vehicle.



Some spark plugs
are designed for low speeds,

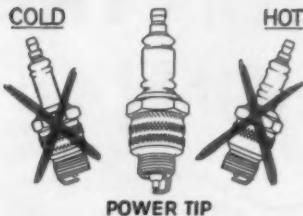


Some spark plugs
are designed for high speeds, but...

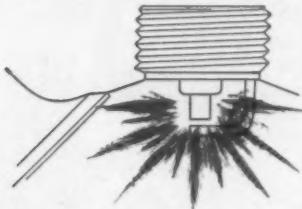
POWER TIP is the first
spark plug that "fires up"
today's engines at all speeds!



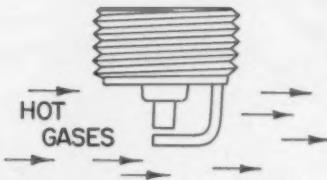
HERE'S WHY...



POWER TIP is the first spark plug ignition-engineered to fill the need for both hot plug and cold plug performance. Power Tip "fires up" today's overhead-valve engines for peak performance at all speeds. Here's why . . .



POWER TIP protrudes farther in toward the center of the combustion chamber. Ignition takes place closer to the heart of the air-fuel mixture. Fuel burns more evenly and completely. In many cases, fuel mixture can be made leaner for better economy with no sacrifice in power or performance.

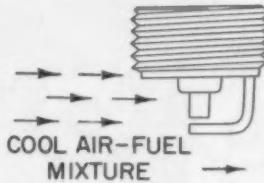


POWER TIP gets hot fast when engine starts up, stays at best operating temperature to prevent fouling. Protruding tip gets full benefit of scouring action of hot, swirling gases to burn carbon and oil deposits away clean.

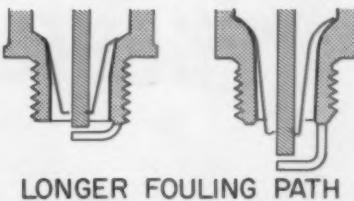
POWER TIP . . . the first spark plug ignition-engineered for today's engines and today's driving . . . delivers peak performance in overhead-valve V-8's and in most overhead-valve 6's in all these cars—BUICK, CADILLAC, CHEVROLET, CHRYSLER, DE SOTO, DODGE, PLYMOUTH, IMPERIAL, HUDSON, FORD, LINCOLN, MERCURY, OLDSMOBILE, RAMBLER, PACKARD, PONTIAC, STUDEBAKER, NASH.



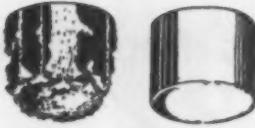
POWER TIP checks costly and dangerous high-speed pre-ignition damage often caused when engines equipped with hot spark plugs designed for city driving are operated at high speeds.



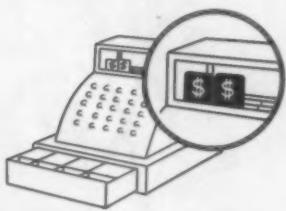
POWER TIP is actually cooled by the richer air-fuel mixture at wide-throttle operation. The protruding ceramic tip is in just the right position to take advantage of this "refrigerating" action. Cooler operation at high speeds checks costly and dangerous high-speed pre-ignition.



POWER TIP reduces short-outs. Notice longer fouling path on Power Tip. This plus cleaner Power Tip operation extends useful plug life—maintains peak performance.



POWER TIP electrode alloy outlasts ordinary electrodes 5 to 1! Ordinary electrode alloys *burned up* when tested with new Power Tip design. In corrosion tests simulating combustion chamber conditions, conventional electrode lost 33% of its original weight. Power Tip electrode lost only 6.45%.



POWER TIP . . . resistor or standard . . . registers the best customer satisfaction—stops profit-robbing "come backs," too. A small stock of Power Tip covers all overhead-valve V-8 engines and most overhead-valve 6's. Standardize on Power Tip for all overhead-valve jobs today!



AUTO-LITE SPARK PLUGS WITH POWER TIP

THE ELECTRIC AUTO-LITE COMPANY • Toledo 1, Ohio

This "Flapper" of the '20's ...



HAS NOTHING ON THE 1957 VERSION!

**WINTER'S
ON THE WAY!**

PRESTONE
ANTI-FREEZE

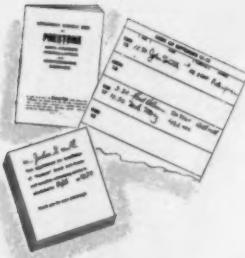
LET US—

- Change Oil
- Lubricate
- and

INSTALL
"PRESTONE"
ANTI-FREEZE Now

This section goes on outside of glass . . .
FLAPS IN THE BREEZE

This section goes on inside of glass . . .
COOPERATIVE MESSAGE TELLS CUSTOMERS ABOUT YOUR COMPLETE WINTERIZING SERVICES!



Handy Winter Service Appointment Book and Memo Pad . . . another item to help you get those winterizing sales quick and early!

This eye-catching Flapper Display Sign moves in the breeze . . . flapping motion attracts attention fast! Yours FREE, as part of the complete kit you get with your pre-season order for your requirements of "Prestone" brand anti-freeze.



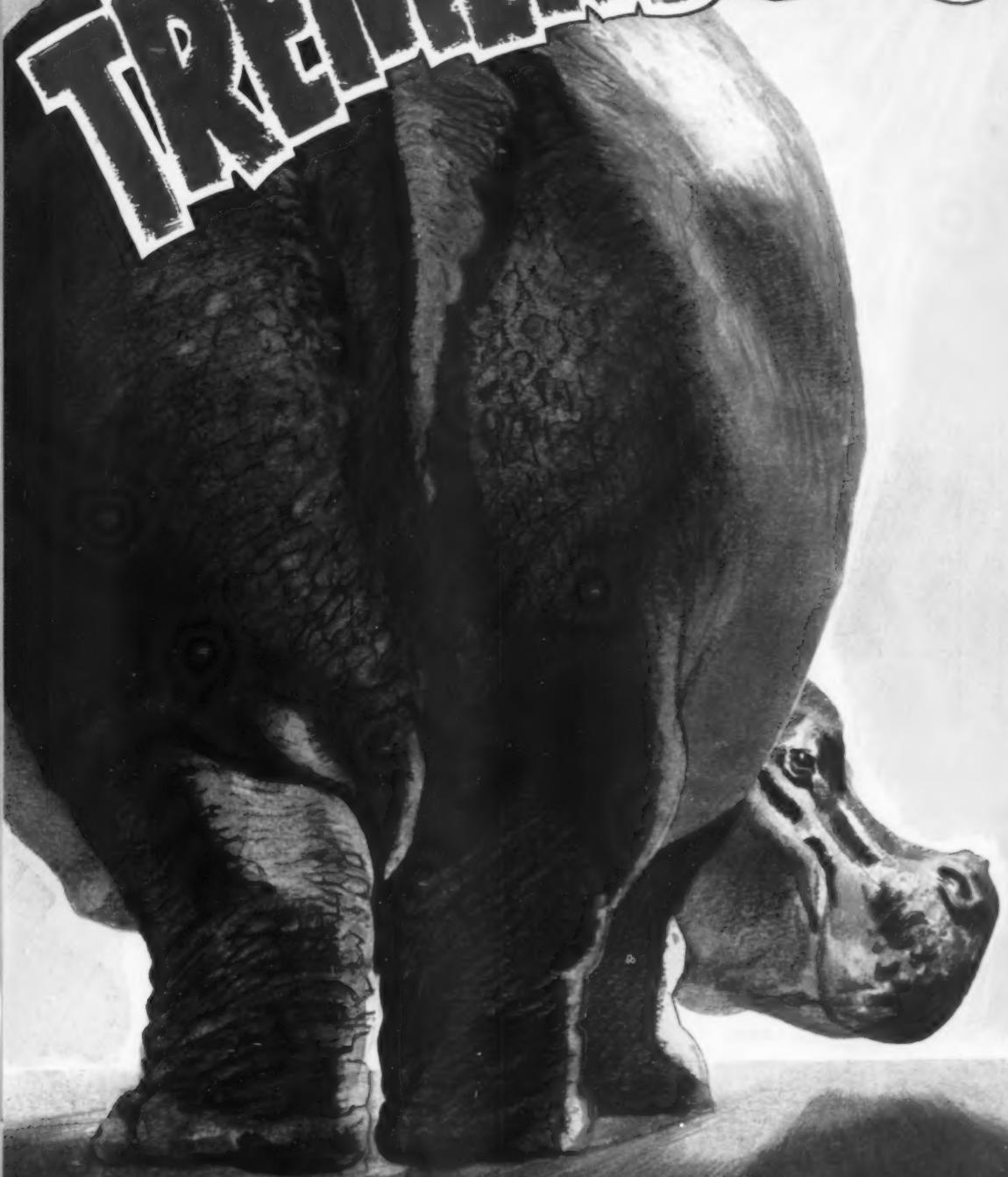
Complete kit of dealer helps . . . window streamers, pocket calculator, protection chart, drain poster, Green Tag poster, and many other hard-hitting sales aids.

The terms "Prestone", "Eveready", "Union Carbide", and The Green Tag are trade-marks of Union Carbide Corporation
NATIONAL CARBON COMPANY • Division of Union Carbide Corporation • 30 East 42nd Street, New York 17, N.Y.



IT'S

TREMENDOUS



IT SURE IS!

**THE PERFORMANCE OF
CHROME
CONTROL**

LEAK-PROOF[®]

**PISTON RINGS
IS TREMENDOUS, TOO!**



SPECIFICALLY ENGINEERED FOR
EVERY MAKE AND MODEL! Top
Chrome Rings Where Needed

**CHROME
CONTROL**

LEAK-PROOF[®]

PISTON RINGS

McQUAY-NORRIS MANUFACTURING CO.

ST. LOUIS • TORONTO

LARGEST PRODUCER OF SMALL RINGS IN THE AUTOMOTIVE INDUSTRY

The famous Torsion-Tight
aviation fire ring.

The DUO oil-compression
ring with Chrome-Armored
steel segment.

LEAK-PROOF RINGS WORK TOGETHER TO CRACK THE OIL MILEAGE BARRIER! INSTANT BREAK-IN!



TOP PERFORMANCE IMMEDIATELY

Chrome Control rails are prepared for instant mating, before installation, by the exclusive McQuay-Norris heat shaping process, followed by lapping. They *start* with perfect bearing on the cylinder wall surface. To facilitate *immediate* top performance, Chrome top rings are used only where needed.



NO OIL WASTE! AT HIGH SPEED DRIVING

Special patented flexible expander prevents high speed ring "flutter" and "surfboarding." Chrome Armored steel rails wipe oil from cylinder walls and safeguard cylinders.

AT LOW SPEED DRIVING

Specially designed and machined separator ring supports and stabilizes Chrome Armored steel rails—prevents rocking—seals the groove—prevents low speed oil "c-r-e-e-p" around the ring due to high vacuum—yet permits free action in the groove.



McQUAY-NORRIS

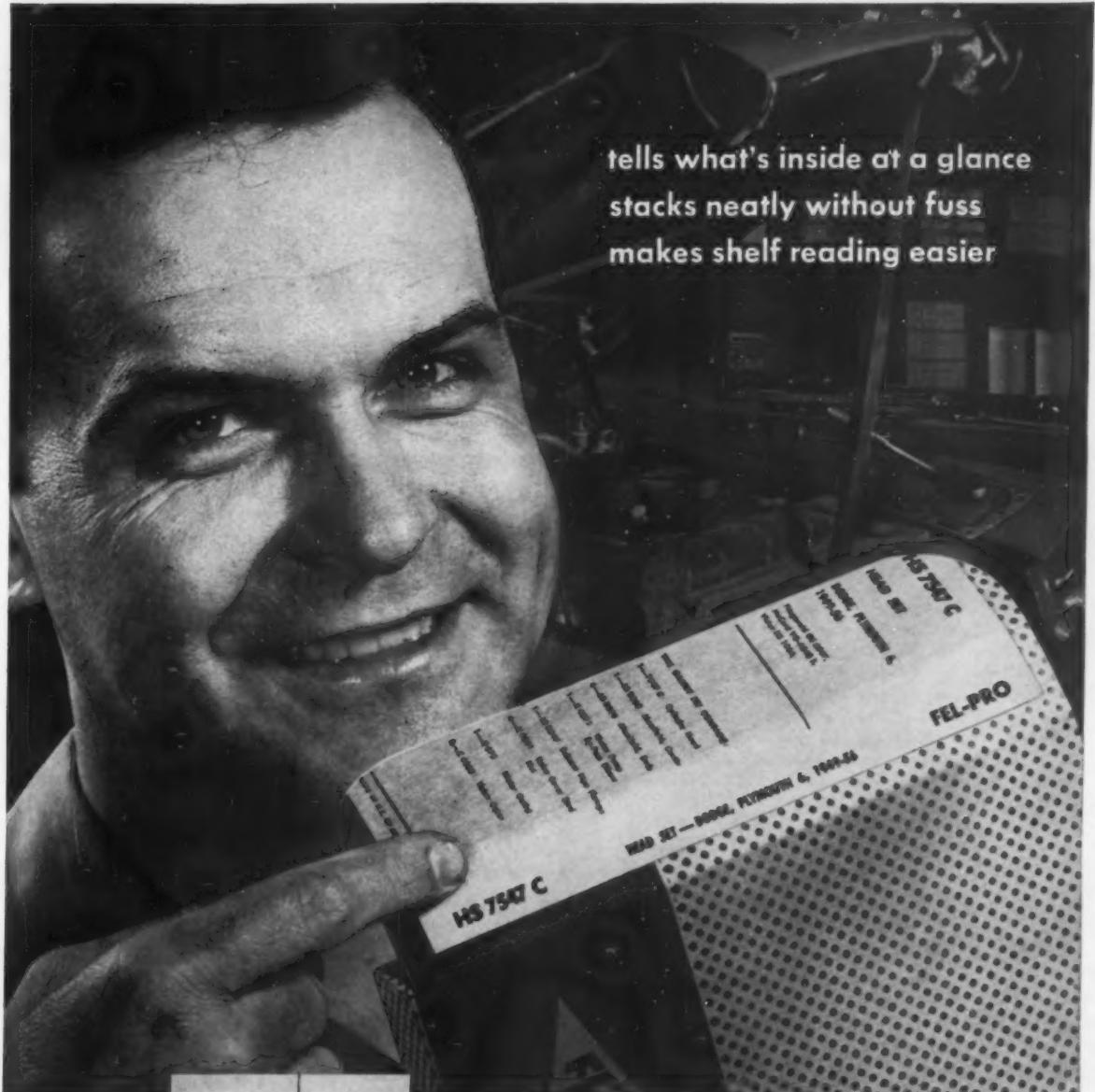
COMPLETE LINE SERVICE

APPROVED ORIGINAL EQUIPMENT FOR
CARS, TRUCKS, BUSES, AND TRACTORS



McQUAY-NORRIS MANUFACTURING CO. ST. LOUIS
TORONTO

New FEL-PRO Gasket Package keeps no secrets!



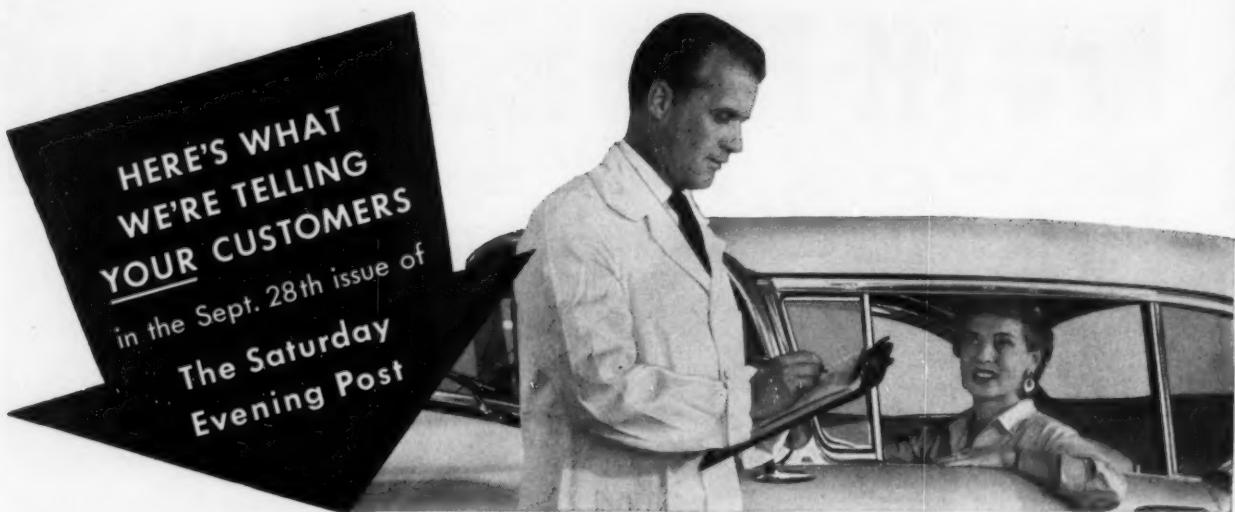
tells what's inside at a glance
stacks neatly without fuss
makes shelf reading easier

at your
Jobber's,
look for this
DIAMOND
of **QUALITY**



"This is the way gaskets *should* be packaged," you'll say the moment you get hold of a Fel-Pro carton. Look at the label. It doesn't take a Philadelphia lawyer to figure out what's inside. Feel the construction. It has a sturdy, squared-off feel that makes for trouble-free stacking and easier shelf reading. It protects Fel-Pro Gaskets against the evils of shelf life...assures you of factory-fresh stock, always. Sensible packaging is another reason more and more mechanics see their Fel-Pro Jobber to make gasketing jobs easier!

Felt Products Mfg. Co., 1548 Carroll Avenue, Chicago, Illinois.



"The N·A·P·A Parade of Parts helps good repairmen serve you better"

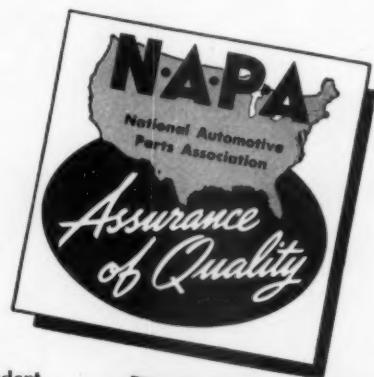
"When a car or truck needs repairs, everybody asks the repairman: 'How fast can you get the job done?' Since the answer so often depends on how quickly the needed parts can be obtained, more and more repair shops are standardizing on the famous automotive brands listed in these pages.

"These nationally advertised parts and supplies—the N·A·P·A "Parade of Parts"—are quickly available to repairmen everywhere. In a single call on the N·A·P·A Jobber in your community, your repairman can obtain everything needed for the job, on any make of car or truck. *The time he saves, he can spend on your car!*

"And when the repairman uses the parts listed here, you can be sure of this: the N·A·P·A Seal is your assurance of genuine quality—backed by the largest independent parts organization in the automotive industry."

• • •
It will pay every repair shop—every mechanic—in time saved, in the assurance of quality, and in customer confidence—to take full advantage of the time-saving supply service offered by more than 2,700 N·A·P·A Jobbers and the 45 N·A·P·A Warehouses which serve them. Visit your N·A·P·A Jobber during the "Parade of Parts." You will agree that he *"is a Good Man to Know!"*

- Only Nationally Advertised Parts and Supplies of Genuine Quality Are Identified by This Seal
- They Are Backed by the Nation's Largest Independent Automotive Parts Organization
- They Are Quickly Available to Your Repairman—for Cars, Trucks and Tractors of All Makes and Ages—from the Same Nearby and Time-Saving Source of Supply—the N·A·P·A Jobber



National Automotive Parts Association, Detroit, in behalf of the thousands of independent

N·A·P·A JOBBERS

who supply the automotive repair trade from coast-to-coast with these—and many other—nationally advertised brands of quality automotive parts and supplies.

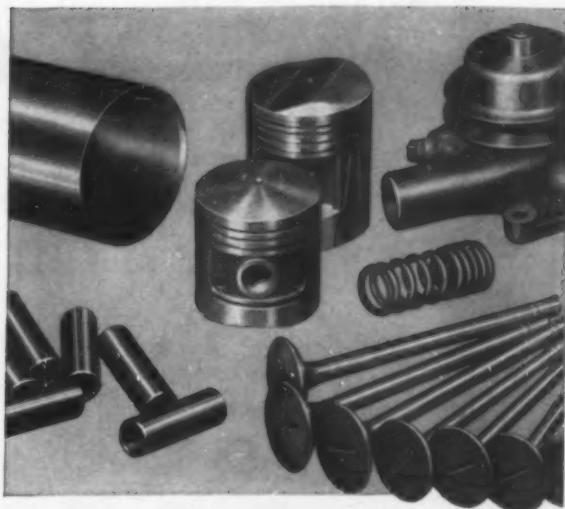




Automotive Finishes

A fast-selling, steady profit-maker for car dealers and paint shops . . . America's popular new touch-up spray lacquers. Complete with self-selling counter and floor display racks. Late model matching colors in handy 6-oz. spray cans. Finest quality for beautiful, hard, high-gloss finish. See your N.A.P.A. jobber now!

MARTIN-SENOUR, 2500 SOUTH SENOUR AVE. • CHICAGO 8, ILLINOIS



Allied Engine Parts

When new engine parts are needed, look to Allied and your N.A.P.A. Jobber for the finest of parts, the fastest service and the most comprehensive coverage. The plants which produce Allied Motor Parts are all specialists in their fields, with engineering "know-how," production facilities and manufacturing capacity unsurpassed in the industry.

ALLIED AUTOMOTIVE PARTS COMPANY • CINCINNATI, O.



Victor Gaskets and Oil Seals

When you need gaskets and oil seals, your N.A.P.A. Jobber offers you the most comprehensive selection of factory approved Victor parts, for all makes of passenger cars, trucks, tractors, buses and stationary engines . . . Packaged individually and in sets for valve grinding and complete over-haul jobs. Get them for your N.A.P.A. Jobber.

Victor Manufacturing & Gasket Co. • Chicago 90, Illinois



Balkamp Carburetor Tune-Up Kits

The sensitivity of modern carburetors, and the necessity of precision adjustment for efficient engine performance in connection with automatic transmissions have made the use of Carburetor Tune-Up Kits a "must" for fast, effective and economical tune-up jobs. Balkamp offers the most complete line in the industry available from one source. See your N.A.P.A. Jobber.

BALKAMP, INC. • INDIANAPOLIS, INDIANA

"Parade of Parts"-the greatest in the industry





N·A·P·A

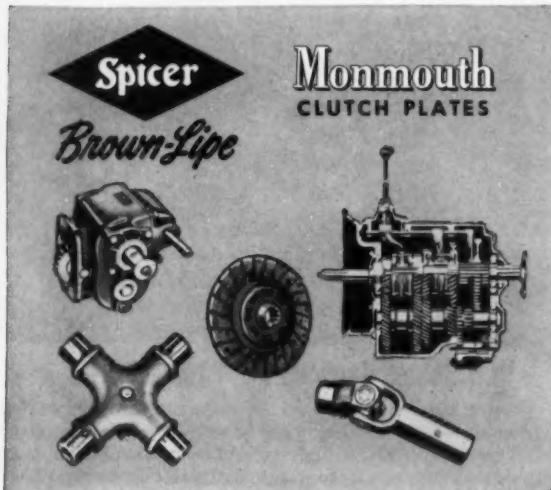
"Parade"



UNITED means dependability

UNITED Hydraulic Brake Parts are replacement engineered and specifically designed to completely restore the hydraulic brake system to peak operating efficiency. Automotive servicemen the world over have dependably applied UNITED brake parts for over a quarter century. Use UNITED. Your N·A·P·A jobber features this brand.

UNITED PARTS MFG. CO. • CHICAGO, ILLINOIS



Dana Products

Just as practically all vehicle makers depend on DANA-made Products, you can depend on Spicer and "Mechanics-Type" Universal Joint Kits; Spicer Transmissions; Spicer Power Take-Offs and Joints, and Monmouth Clutch Plates.

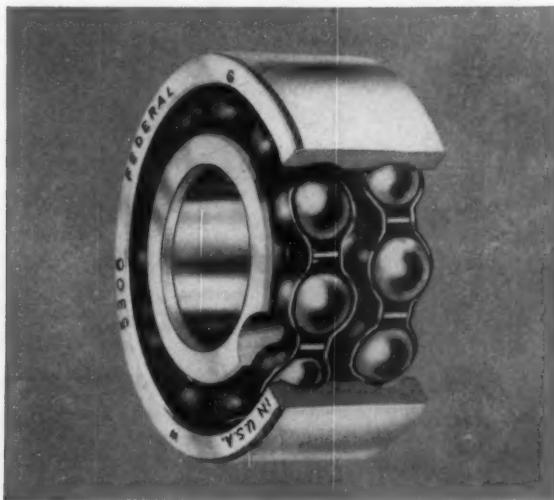
DANA CORPORATION • TOLEDO 1, OHIO



B★K Mileage Minder

Puts an end to rough idling, traffic stalling, flooding, vapor-lock, and strong gasoline odors inside the car. Improves gasoline mileage. The B★K Mileage Minder is a combination fuel filter and pulsation dampener. Removes all dust and dirt from fuel stream; traps vapor-locking gases; smooths out fuel-pump pulsations; delivers even flow of gas to carburetor.

B★K SERVICE PRODUCTS • INDIANAPOLIS, INDIANA



Federal Ball Bearings

Most complete ball bearing line for the automotive industry. Used as *original equipment* on millions of vehicles by leading manufacturers. Chosen by repairmen as the ideal replacement bearing. *Federal Ball Bearings* are dependable—backed by the dependable source of supply—your N·A·P·A Jobber!

THE FEDERAL BEARINGS CO., INC. • POUGHKEEPSIE, NEW YORK



"of Parts"

nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!



Worry-Free Winter Driving

Driving this winter will be a pleasure, not a problem, if you prepare for it now. Give your car a *complete* winterizing checkup today. Before adding anti-freeze, check the radiator hose. If it's cracked or worn, replace it with MODAC radiator hose. Built tough, MODAC radiator hose assures you long, faithful service. Get MODAC... for motoring peace of mind.

HAYWOOD INDUSTRIES • WAYNESVILLE, N. C.



Fleet Service Jacks

There's a service jack for every requirement in the Fleet line of hydraulic and mechanical jacks, from one-half to twenty-ton capacity. Ask your N.A.P.A. jobber for a new Fleet catalog or write—

EDGEWATER AUTOMOTIVE DIVISION • ST. JOSEPH, MICH.



Safe • Sure • Wires and Cables

- if it's worth a serviceman's time
- it's worth good wire and cable

BELDEN MANUFACTURING COMPANY • CHICAGO, ILLINOIS



FOR LONG LIFE • FOR LASTING POWER
FOR CONTINUED QUIET

Soundmaster Mufflers

Soundmaster Mufflers last longer, and do their job better because the high performance built into these mufflers is prolonged by "Corrosion-Balance." Attained by the proper use of Corrosion-Resistant Materials; by Temperature Control, and "Zonal Drainage" Soundmaster's Corrosion-Balance assures customer satisfaction on single or dual systems.

DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN

NAPA "PARADE OF PARTS" (continues)



N·A·P·A

"Parade"



Famous Hand Tools

The complete Line of top-quality, professional Tools designed for mechanics by mechanics—including the great new Automatic Transmission Tools that open up this money-making service field for you. Ask for New Britain Tools. They're engineered to handle today's repairs and service—faster for you!

THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONNECTICUT



Briggs "Hydro-Muscle"® Ride Control

Car owners don't understand "shock absorbers." What they want and will buy is *Ride Control*—Briggs "Hydro-Muscle" Ride Control. A year-round safety necessity. Ask your jobber for the high-profit, fast-action assortment of 12 Briggs "Hydro-Muscles"—potent Muscle Man selling tools included FREE to tie in with big-space national ads.

THE BRIGGS SHOCK ABSORBER COMPANY • CLEVELAND, OHIO



TRICO

D-107

Displaymobile

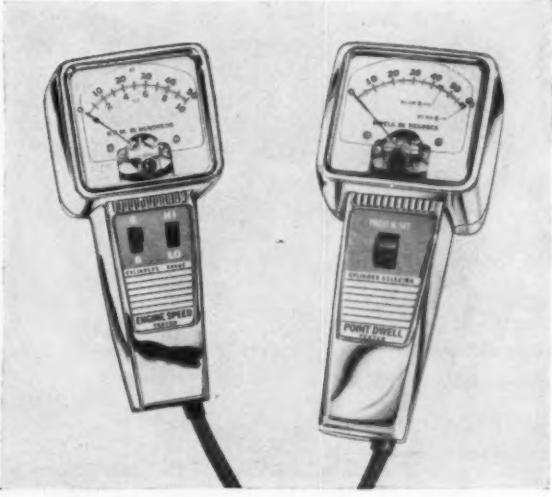
*Stocks 'em better
Sells 'em faster*

- ✓ Requires only 18" x 18" of floor space
- ✓ Completely portable
- ✓ For indoor or outdoor use

Put the Spotlight on SAFETY SERVICE

This new portable Displaymobile turns your Trico Stock Organizer Cabinet and Vis-U-Lid into a movable Wiper-Washer service department. It's a step-saver, a sales-maker... puts your merchandise where the car owner will see it. Use on service floor, lubricitorium, or roll out to island near gas pump. Available free of charge with a small stock of arms or blades.

TRICO PRODUCTS CORPORATION • BUFFALO 3, NEW YORK



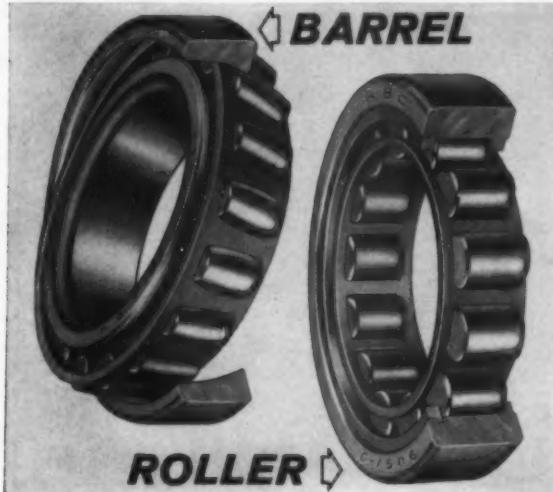
B★K Tachometer and Dwell Tester

Two new B★K testing instruments essential to every shop mechanic working on modern cars. The B★K Tachometer adjusts itself automatically to 6 or 12 volt operation; is compact, operated with one hand, easy to read. The B★K Dwell Tester is equally easy to operate—equally necessary in working on "external adjustment" distributors.

B★K SERVICE PRODUCTS • INDIANAPOLIS, INDIANA

of Parts"

nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!



RARITAN Roller Bearings

Raritan's through hardened Barrel Bearing races and rollers made of high alloy electric furnace steel are metallurgically superior and dimensionally correct. Flexible and self-aligning, they withstand overloads imposed by shaft deflection and misalignment at today's higher power and speeds. Every time you replace a Barrel Bearing, replace with a superior Raritan.

RARITAN BEARING CORPORATION • WEST TRENTON, NEW JERSEY



If you do an overhaul without checking the timing chain and sprockets, you're taking a 300-to-1 chance with your customer's good will. A worn timing chain set impairs the operation of as many as 300 moving parts. Rely on your N.A.P.A Timing Service for complete customer satisfaction. CHAIN Belt Company, 410 Plainfield Street, Springfield 1, Massachusetts.

DUCKWORTH QUALITY TIMING CHAINS



Sell New Car Performance!

For extra profit and customer good will, check Ignition Contacts and Condenser every 5,000 miles; other electrical parts, every 10,000 miles. Please your customers and pocket the profits —install ECHLIN Quality Parts every time!



ECHLIN MANUFACTURING COMPANY • BRANFORD, CONNECTICUT

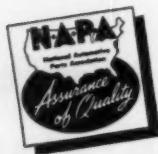


This promotion is a dealer's best friend!

We've put "STOPPER," American Brakebok's famous trademark, in the POST to direct customers to your shop for a *complete brake service!* And we'll give you powerful local support with "STOPPER" on posters, banners and displays to tell customers why a *complete brake service* is a safety necessity. Check with your N.A.P.A Jobber!

AMERICAN BRAKEBOK DIVISION • DETROIT 9, MICHIGAN

NAPA "PARADE OF PARTS" (continues) →



N·A·P·A

"Parade"



Safe—All Around

When you use United Hydraulic Brake Parts, either Master or Wheel Cylinder Assemblies, Repair Kits or miscellaneous brake parts . . . You're Playing It Safe . . . Service Safe! United brake parts conform to specifications 60R1 and/or 60R2 prepared by Society of Automotive Engineers.

To be Sure . . . Get UNITED from your N·A·P·A Jobber.

UNITED PARTS MFG. COMPANY • CHICAGO, ILLINOIS

ECHLIN
Visumatic
SELLING & SERVICE
A PROFIT PLAN FOR YOU!

ECHLIN Ignition

VISUMATIC • Visual stock control • Room for expansion • Perpetually balanced stock • Annual modernization • Guaranteed against obsolescence • The part you want when you want it—

ECHLIN MANUFACTURING COMPANY • BRANFORD, CONNECTICUT



Thomson Thermostats—the complete line

To all cooling systems, Thomson Thermostats bring the advantages of the tight-sealing, trouble-free poppet valve. *For pressurized systems, the revolutionary "HP" Stat with the exclusive reverse-action valve. . . . For other systems, the Thomson Electrofused bellows-type.* Both widely used by vehicle makers—meet or surpass original equipment standards.

STANDARD-THOMSON CORPORATION • BOSTON, MASS.



Allied Chassis Parts

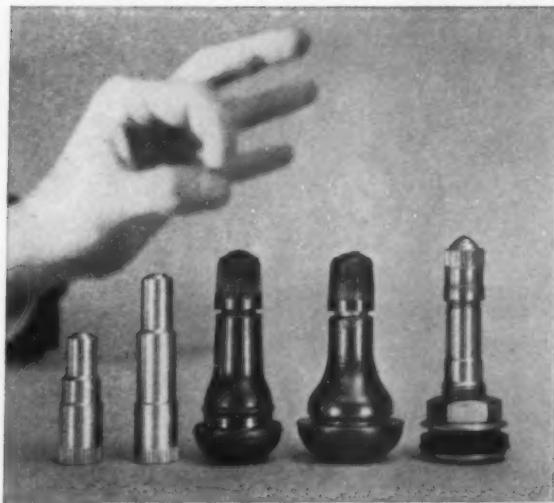
In Allied Chassis Parts, N·A·P·A Jobbers offer "the complete coverage line," engineered and built to original equipment standards in materials and tolerances. Includes Wheel Suspension Parts, Coil Springs, Steering Parts, King Bolt Sets, Shackles, and Ball-Joint Suspension replacements. Make your N·A·P·A Jobber your headquarters for Chassis Parts.

ALLIED AUTOMOTIVE PARTS COMPANY • CINCINNATI, O.

← NAPA "PARADE OF PARTS" (continues)

of Parts"

nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!



Be safe with a new valve for each new tubeless

Always install a new Bridgeport valve when mounting a new passenger tubeless tire. It's safer, smarter, and more profitable. You can service *any* tire with only the two sizes of Bridgeport Snap-in Valves—or the Bridgeport Universal Metal Clamp-in Valve—plus the two extensions shown. Order them from your N.A.P.A. Jobber today.

BRIDGEPORT TIRE VALVES & ACCESSORIES
BRIDGEPORT BRASS COMPANY • BRIDGEPORT 2, CONNECTICUT



Soundmaster Exhaust and Tail Pipes

For safety's sake, always check the exhaust and tail pipes when you check the muffler. Leaks, rust, fractures and loose connections can expose customers to the dangers of deadly "C.O.," just as much as a rusted-out muffler. For prompt, complete service, see your N.A.P.A. Jobber for Soundmaster exhaust and tail pipes—engineered to fit, built to endure.

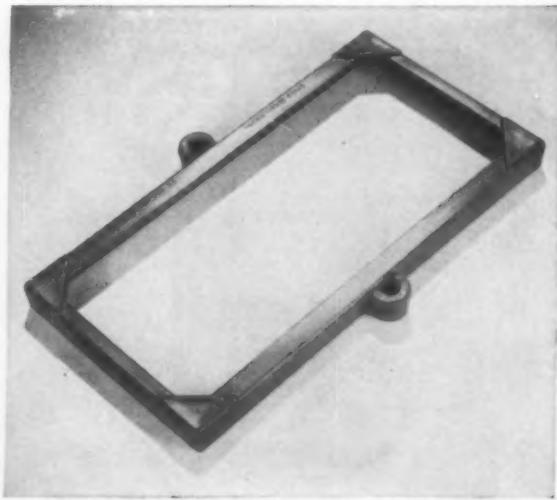
DE KOVEN MANUFACTURING COMPANY • RACINE, WISCONSIN



Now Available in Harmonizing Colors

Prospect Floor Mats fit better and wear longer because the exact shape of the car floor is permanently built into the mat, and because they are constructed of the same quality materials supplied to car manufacturers. Easier to install because holes for pedals, accelerator, etc., are pre-punched accurately. Now available in blue, green, or gray for late model cars.

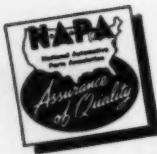
PROSPECT RUBBER CO. • CLEVELAND, OHIO



Balkamp Plastic Battery Hold-Downs

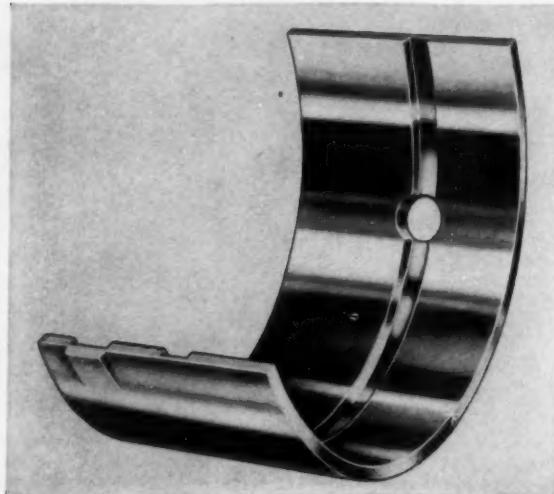
With cold weather and battery troubles just ahead, it's a good idea to keep Balkamp Plastic Battery Hold-Downs in mind. They are strong, flexible and impervious to acid. They cannot corrode, short-circuit or burn. They do not cling or adhere to the battery. They are easy to install or remove. Save you time. Make you money. See your N.A.P.A. Jobber.

BALKAMP, INC. • INDIANAPOLIS, INDIANA



N·A·P·A

"Parade



Monmouth Engine Bearings

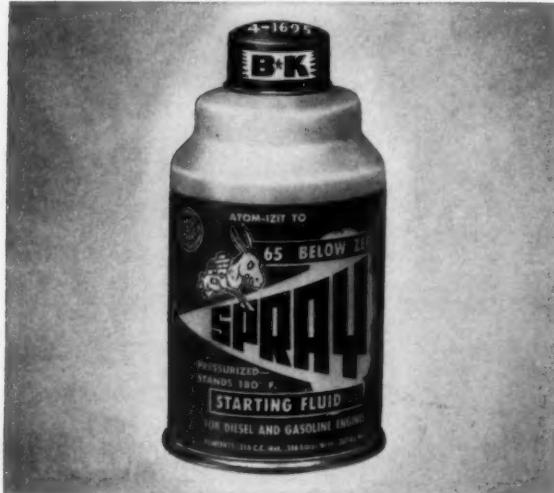
MICRO AND CLEVITE 77

Designed Right—by the engineers who design most original equipment.

Made Right—by the world's largest bearing manufacturer.

Sold Right—N·A·P·A service.

CLEVITE SERVICE DIVISION • CLEVELAND, OHIO



B·K Spray Starting Fluid

For quick starts the year round, in extremes of cold or dampness, use B·K Spray Starting Fluid in the pressurized can. Engines start in seconds when you spray the fluid directly into the air cleaner or intake air stream. Works with gasoline or Diesel-powered equipment of all kinds. Saves time, batteries, and towing costs. No waste. Completely safe.

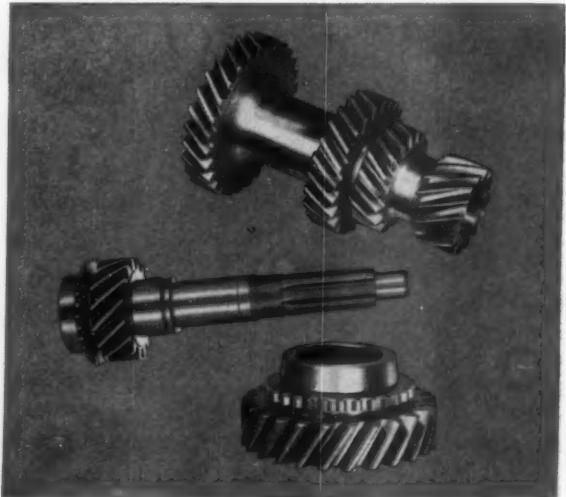
B·K SERVICE PRODUCTS • INDIANAPOLIS, INDIANA



Automotive Finishes

Martin-Senour's highest-quality finishes—in the industry's widest range of colors—help assure complete customer satisfaction! Best color match, best blend-in, best gloss. Factory-packaged or custom-mixed colors, thinners, reducers—everything you need to do the whole job! Use Martin-Senour products exclusively!

MARTIN-SENOUR, 2500 SOUTH SENOUR AVE. • CHICAGO 8, ILLINOIS



Dittmer Transmission Gears

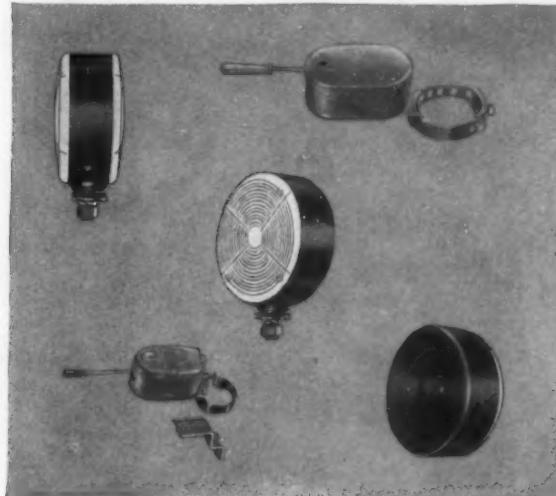
Since 1919 Dittmer Transmission Gears have kept automobiles and trucks operating all over the world. DITTMER products are recognized everywhere as top quality. They are truly "Second to None" in mathematical accuracy, metallurgical treatment and appearance.

DITTMER GEAR DIVISION • AUBURN, INDIANA

← NAPA "PARADE OF PARTS" (continues)

"of Parts"

nationally advertised brands for CARS, TRUCKS, TRACTORS • ALL MAKES • ALL AGES!



Visall Safety Products

Class A turn signals with colorfast Lucite plastic $4\frac{3}{16}$ " diameter lens . . . entire illuminated surface of light produces maximum candle power with perfect S.A.E. pattern . . . places all available light where it belongs. Heavy gauge steel body with reinforcing plates. Available in black enamel bonderized steel or highly polished chrome.

VEHICLE PRODUCTS COMPANY • CINCINNATI, OHIO



MicroTest Automatic Transmission Parts

The service on automatic transmission parts and kits offered by MicroTest through N.A.P.A. Jobbers is the most comprehensive in the industry. Covers all cars; includes complete rebuilding kits, planetary repair kits, gasket sets, oil-pan gaskets, individual sealing rings, sprag clutches, brake bands, clutch plates, etc. Clearly cataloged. Genuine quality assured.

MICROTEST GEAR COMPANY • INDIANAPOLIS, INDIANA



Puritan Brake Fluid

Protect your customers—Protect your profits. Only the best brake fluid is good enough for your customers and you can afford to handle and sell only the best—Puritan Super 60. It's the top quality, top performance heavy duty brake fluid that meets and exceeds SAE Specification 70RI by a wide range!

OLIN MATHIESON CHEMICAL CORPORATION • BALTIMORE 3, MD.

Other NAPA Lines

COLORONE Timing Gears

Continental Fibre Division, Cleveland, Ohio

DETROIT Universal Joints and Kits

Detroit Universal Division, Dearborn, Michigan

CLEVELAND Universal Joints

Cleveland Steel Products Corporation, Cleveland, Ohio

HAARTZ-MASON Friction Tape

Haartz-Mason, Inc., Watertown, Massachusetts

K. O. LEE Valve Seat Inserts

K. O. Lee Company, Aberdeen, South Dakota

MICROTEST Axle Shafts

MicroTest Gear Company, Pottstown, Pennsylvania

MICROTEST Drive and Pinion Gears • Flywheel Gears

Balkamp, Inc., Indianapolis, Indiana

MODAC Auto Mats

Wooster Rubber Company, Wooster, Ohio

MODAC Service Hose and Splash Guards

B. F. Goodrich Company, Akron, Ohio

ROCKFORD Fasteners, Screws, Bolts and Nuts

Rockford Screw Products Company, Rockford, Illinois

SKIL Power Tools

SKIL Corporation, Chicago 30, Illinois

ZOLLNER Heavy-Duty Pistons

Zollner Machine Works, Fort Wayne, Indiana

Roy Burnett, Jr.
President,
Roy Burnett Motors, Inc.
Portland, Ore.



"52% of the trade-ins on our new **DE SOTO FIRESWEEP** are competitive makes"

—says Roy Burnett, Jr., Roy Burnett Motors, Inc., Portland, Ore.



"This new Firesweep opens up a big new volume market for us—the growing lower-medium price field. It's got everything—fresh styling, advanced engineering features, and competitively low price."



"With the Firesweep, we're taking in the greatest number of conquest sales in our history. The many cars of competitive makes traded in on Firesweep has given us a better-balanced used car stock."



"Our sales staff is really excited and enthusiastic about the way Firesweep's been received . . . and about the opportunities it opens up for the future. We're giving the Firesweep everything we've got."

The new, lower-priced Firesweep is putting De Soto dealers like Roy Burnett in the best competitive position in history! Together with Firedome and Fireflite it gives them a range of models and prices that blankets the *entire* medium price field, top to bottom.

Roy Burnett's success with the Firesweep is being duplicated by large and small De Soto dealers all over the country. Here's the proof that now, more than ever before . . .

it really pays to be a De Soto dealer!



WE CARE FOR OUR OWN

The Old Sage says...

It pays to have a financing connection intimately familiar with the automobile business. Associates is truly "The Car Dealer's Finance Company"—their principal interest is your business!

Through the years Associates has considered its dealers' welfare as its own . . . has recognized the responsibility of working closely with its dealers. "We Care For Our Own" is more than a slogan at Associates. It is a basis for business procedure which extends not only to the dealership, but to their customers as well. For this reason, Associates' dealers are justly confident that these customers will be back when they are in the market for their next car. Today, Associates recognizes a new era in finance company/dealer relations . . . has geared its branches to render the closer, more flexible cooperation necessary to help its dealers and their salesmen sell more cars—at a profit!



ASSOCIATES INVESTMENT CO. — ASSOCIATES DISCOUNT CORP. — ASSOCIATES DISCOUNT (CANADA) LTD. — EMMCO INSURANCE CO.

LOOK HOW BENDIX-ECLIPSE IS PRE-SELLING YOUR CUSTOMERS

*A total audience of nearly
5,000,000 will see this!*



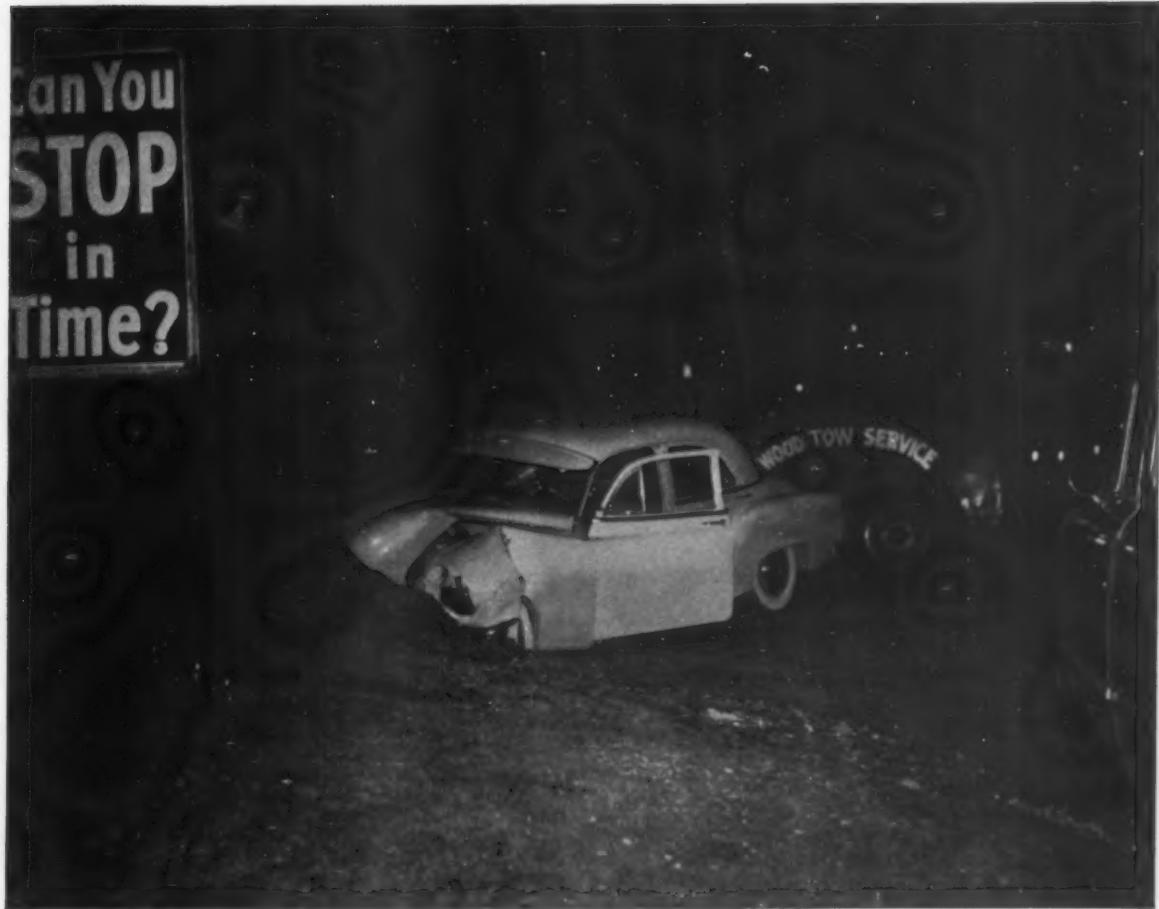
Here's an ad with a message. It spells out the difference between quality brake lining and the cheap stuff that's floating around the market. It's the cheap stuff that hurts your reputation—no matter how good an installation job you do.

Nearly 5,000,000 people are seeing and reading our story in top magazines like the four shown above.

We think it's a story worth telling. So, we're going to tell it often. We know it will help you sell Bendix-Eclipse Brake Lining as well as your reputation for top-quality work. If you are not handling Bendix-Eclipse already, now's the time to get a stock. Call your nearest jobber or wholesaler. Or write us direct . . . MARSHALL-ECLIPSE DIVISION, BENDIX AVIATION CORPORATION, TROY, N. Y.

BENDIX-ECLIPSE BRAKE BLOCKS & LINING





CHEAP BRAKE LINING CAN BE EXPENSIVE!

In case you are not aware of it, it may save your life to know that there is both *quality* and *cheap* brake lining on the replacement market, and the purpose of this message is to warn you against the latter when you get your brakes relined.

Cheap lining is dangerous because it can't resist heat—the number one enemy of brake lining. Heat generated by braking friction is intense. It can easily reach 800 to 900 degrees Fahren-

heit—close to the red heat of iron. It is this heat that causes cheap brake lining to "fade" to the point where the driver may push the brake pedal to the floor and still have no stopping power.

As proof of its quality, Bendix* brake lining is used on more new automotive vehicles than any other type. Known by the brand name "Bendix Eclipse**" it is made by our Marshall-Eclipse Division, Troy, New York. This division keeps a fleet of thirty cars

and trucks running virtually around the clock testing brake lining and blocks under every conceivable operating condition. It does more field and laboratory testing than any other manufacturer we know of.

So, a word of warning when you get brakes relined: Demand quality lining. It stops better, wears longer. Stay away from the cut-rate places. Know your servicemen. Know your lining. If it is Bendix Eclipse, it's top quality.

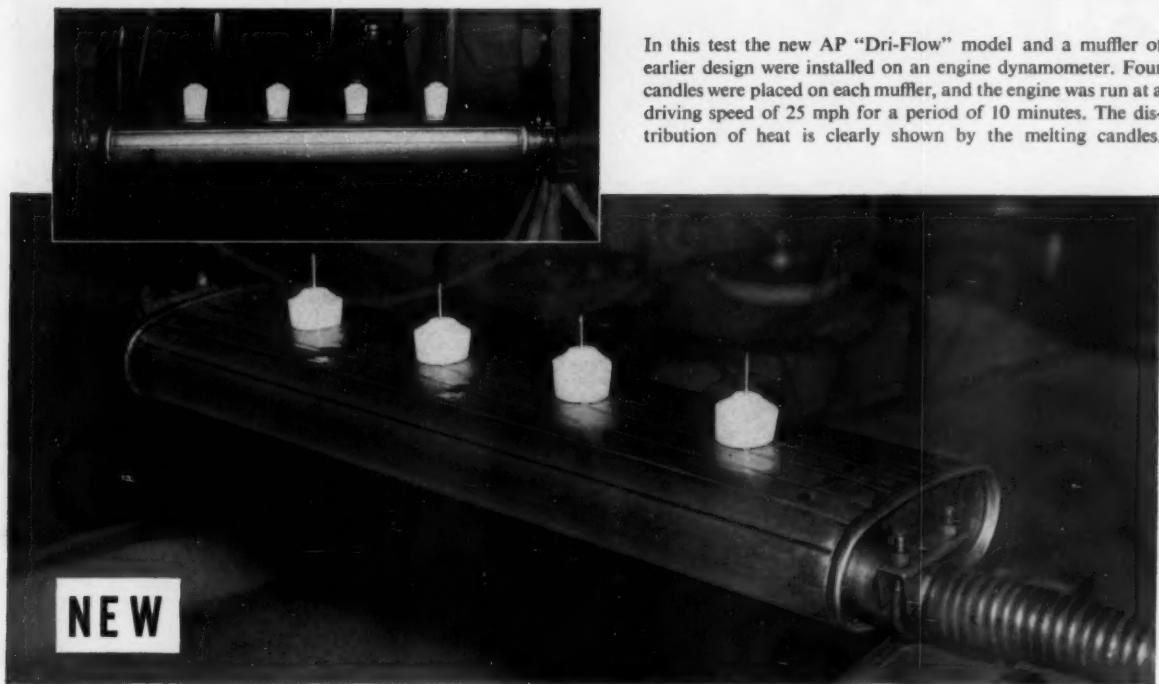
*REG. U.S. PAT. OFF.

A thousand products

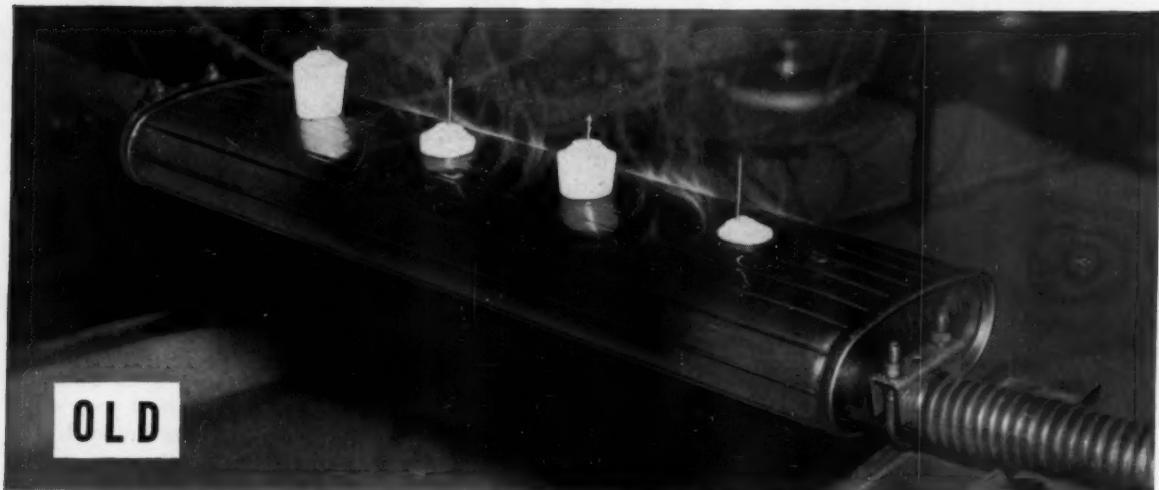


a million ideas

NEW AP "DRI-FLOW" DESIGN SLOWS RUST-OUT, MAKES



New AP "Dri-Flow" Design has uniform heat over its entire area, as shown by the evenly melted candles. Keeping all chambers at the same heat eliminates cold spots where excessive corrosive moisture collects. This revolutionary development, latest example of AP quality leadership, insures a much drier muffler. And with AP's heavier steels, this means an even longer-lasting muffler.

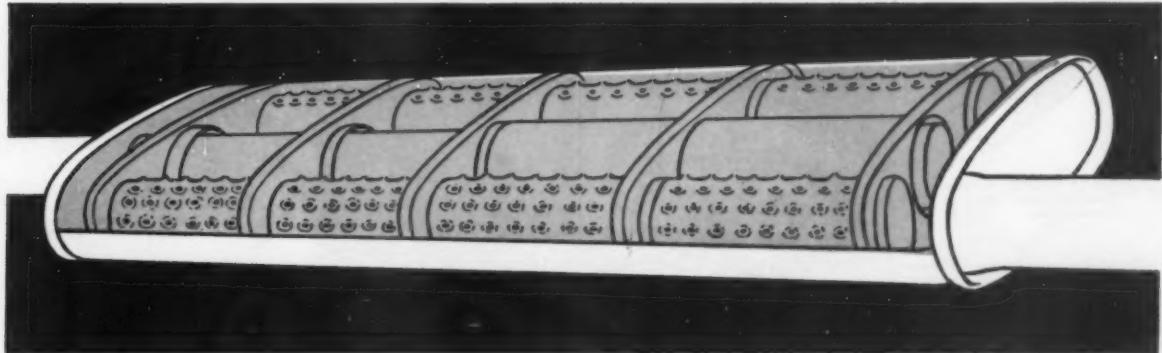


Hot-spot, cold-spot design of most mufflers, including this earlier AP model, is shown by the unevenly melted candles and the heat-darkened areas. Corrosive moisture from the exhaust fumes condenses in the cold spots, while the hot spots tend to burn out metal. This destructive combination attacks mufflers from the inside, results in short service life. The new AP design prevents this.

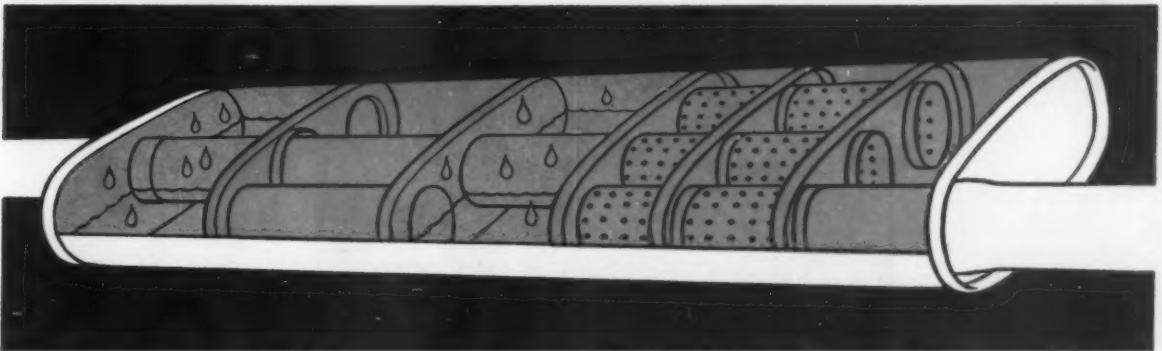


LONGER-LASTING MUFFLERS — DESIGNED FOR TODAY'S

HAS NO HOT OR COLD SPOTS, AP MUFFLERS LAST LONGER



New AP "Dri-Flow" Design retards condensation and internal corrosion, because the heat is distributed uniformly over the entire muffler. This moderate, even heat keeps the acid vapor moving harmlessly out of the tail pipe. At the same time, hot spots where burnout occurs are eliminated.



Hot-spot, cold-spot design of earlier mufflers condenses the acid vapor from the exhaust gases. More than a gallon of this acid-bearing water in the form of vapor passes into the exhaust system with every gallon of gasoline the engine burns. When this collects in the cold chambers it corrodes the muffler from the inside.

THE AP PARTS CORPORATION

9-V AP Building, Toledo 1, Ohio

Mufflers and Pipes • Miracle Power • dgf 123

HIGH-COMPRESSION ENGINES

SOUTHERN AUTOMOTIVE JOURNAL for September 1957 Want more facts? Use Reader Service Card Page 134

Short muffler life has become a major problem on millions of late-model cars. To help solve this problem, AP makes a much stronger muffler. For years, AP mufflers have had up to $\frac{2}{3}$ heavier heads, $\frac{1}{3}$ thicker shells. And many have asbestos liners or corrosion-resistant aluminized and zinc-coated steels. Now the new "Dri-Flow" Design which cuts down rust-out and internal corrosion is on more than 50 popular numbers, and is being added to others as fast as production permits. It's an unbeatable combination for longer muffler life: longer-lasting inside, longer-lasting outside. Yet your customers pay no more for AP mufflers!

Your customers will find that AP gives longer service, more power, better gas mileage, and surer protection from carbon monoxide. As a dealer, you'll find AP's years-ahead "Dri-Flow" Design easy to show, easy to sell with the sure-fire "Tap, Look and Listen" program.



TSC-15 Portable Voltage Regulator Tester. Rolls up to fender height. \$64.00

NIEHOFF

Testing Equipment

For the Mechanic Who Wants to do the Job Right



T-30 Dwell Meter. Helps set contact point gap or cam angle. For use on 6 or 12 volt systems. \$29.50



T-31 Tachometer. Required for automatic transmissions. Use to adjust engine idle mixture and set engine idle r.p.m. \$35.50



T-34 Power Light. Use on both 6 and 12 volt systems. Battery operated. \$35.50



T-14 Voltage Regulator Tester, for 6 and 12 volt systems. \$39.50



T-13 Ammeter. Range 0-60 amperes. \$19.90



T-27 Compression Gauge, Calibrated to 200 lbs. Pistol Grip. \$14.50

T-26 Compression Gauge, Calibrated to 200 lbs. \$14.50

T-8 Time-O-Lube. Works in place engines. \$14.95

T-3 Starter Current Indicator. \$3.00

T-2 Voltmeter. Range 0-25 volts. \$14.00



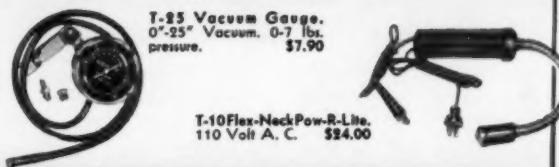
T-28 Motor Tune-Up Kit: Timing Light, Vacuum Gauge, Compression Gauge. \$20.50



T-22 Distributor Wrench. For '53 D. R. Distributors. 95c

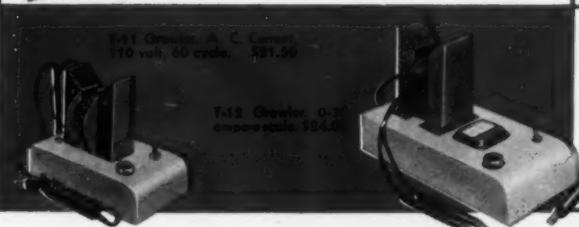


T-23 Point Gap Setter. For new D.R. Distributors. \$1.50



T-25 Vacuum Gauge. 0"-25" Vacuum. 0-7 lbs. pressure. \$7.90

T-10 Flex-Neck Pow-R-Lite. 110 Volt A. C. \$24.00



T-11 Genuin. A. C. Current. 110 volt, 60 cycle. \$31.95

T-12 Genuin. 0-2 amperes radio. \$24.00

HB-2 Bleeder Tank. Handy for all cars. \$32.00



C. E. **NIEHOFF** & co.

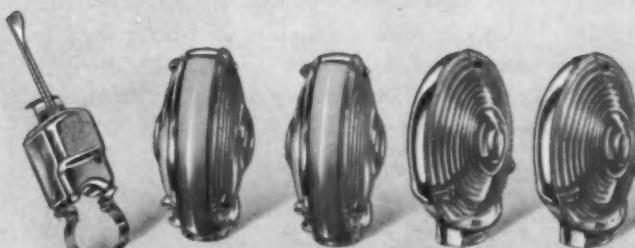
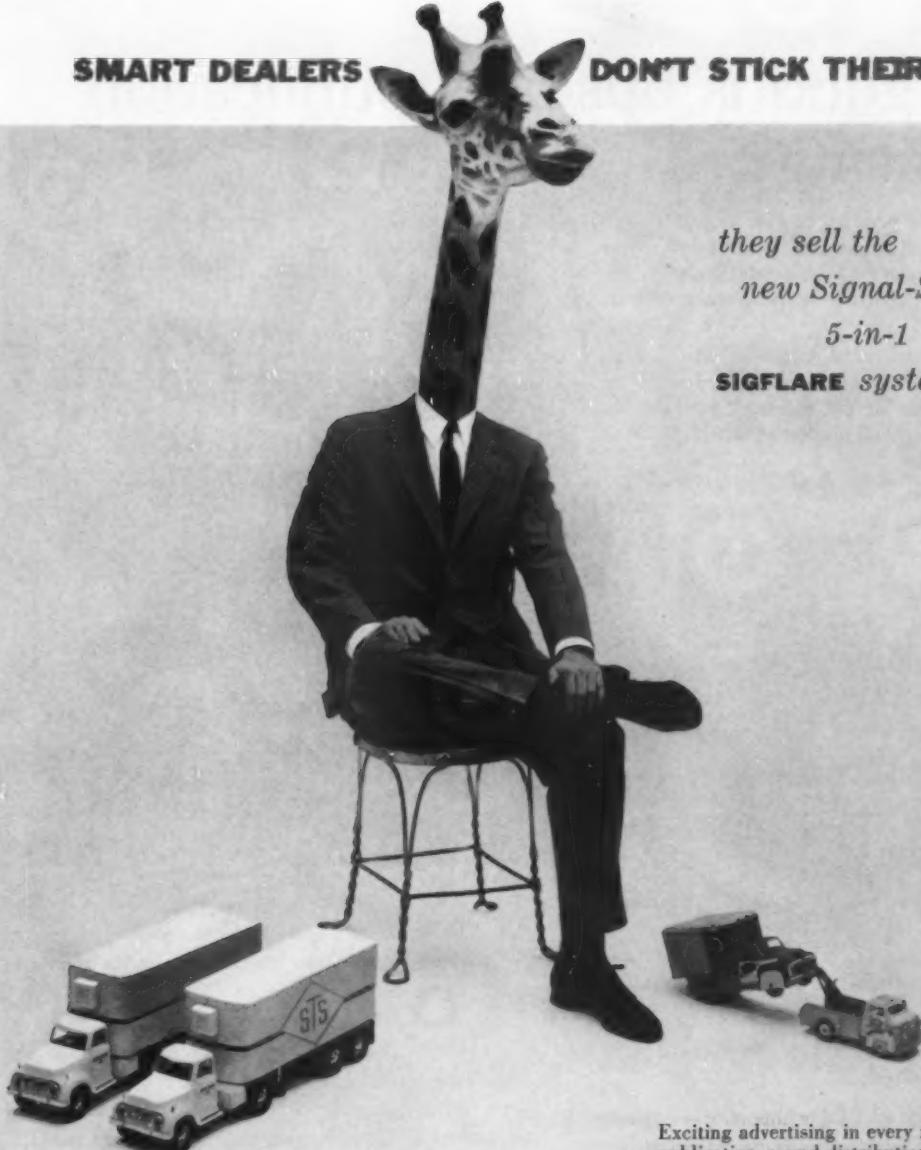
4925 LAWRENCE AVENUE • CHICAGO 30, ILLINOIS

WAREHOUSES: ATLANTA 3, GA., 95 Pine St., N. E. • BOSTON 34, MASS., 250 Brighton Ave. • DALLAS, TEX., 2715 Main St.
NEW YORK 19, N. Y., 250 W. 54th St. • PHILADELPHIA, PA., 1800 Fairmont Ave. • BRANCH: LOS ANGELES 15, CAL., 1330 W. Olympic Blvd.

SMART DEALERS

DON'T STICK THEIR NECKS OUT!

*they sell the
new Signal-Stat
5-in-1
SIGFLARE system!*



**SELL THE NEW 5-in-1 SIGFLARE SYSTEM FOR
ALL AROUND PROTECTION... ALL THE TIME!**

Signal-Stat

always creating — never imitating

SIGNAL-STAT CORPORATION • 523-539 Kent Avenue • Brooklyn 11, New York

Exciting advertising in every major automotive publication, sound distribution policies and the most effective signalling system on the market today make the Signal-Stat line the faster-selling, greater-profit line! Smart vehicle owners want 5-way protection — and they can get it with the No. 900 Sigflare switch and 4 Signal-Stat lamps:

1. the most powerful Class A-Type 1 directional signals with positive pilot action to indicate system is functioning properly.
2. simultaneous flashing of all 4 signal lamps for emergency disability warning; the most effective safeguard against "sitting-duck" accidents.
3. two stop lights as powerful as Class A-Type 1 signal lamps.
4. two tail lights as powerful as the law allows.
5. automatic tail light control for far more effective turn signals at night.

Write for complete details on how you can profit from the new Signal-Stat line!

specialized What good is business publication advertising?

No one is in a better position to give a hard-boiled, practical answer to this question than the men who spend their working lives on the sales front . . . the men the ads are supposed to help . . . the men who sell.

Here is the statement of a salesman who knows what advertising does for him when it appears in the industrial, trade or professional publications that serve the specialized market to which he sells:

William F. Mattes, Jr.
Lamp Division
General Electric

Sells retailers



Says Mr. Mattes:

"My selling is mostly with the headquarters offices of chains—variety stores and food stores. Matter of fact, some of these chains, particularly in the variety store field, do not permit salesmen to call on store managers. They prefer to interview sales people at headquarters, and then send out mimeographed letters to their districts and store managers.

"This makes our trade ads doubly important—they have to take the place of salesmen with the individual store manager or department manager; and they add color and pictures and enthusiasm to the letters that are passed down from headquarters.

"In the old days, the idea of trade paper advertising would simply be to say: 'Stock General Electric lamps, they have the best customer preference.' Today the tendency is to be more specific, to show pictures of the product, illustrations of displays, and pertinent merchandising information. For instance, it is a good merchandising service to be able to tell chain retailers the proportionate popularity of different size bulbs, different colors and types, so that the best merchandising effort is made on the fast selling items. Any facts like these in our trade advertising help the chain store managers and so, of course, make our sales effort that much easier and more productive."

"Trade advertising very definitely helped us introduce and sell packaged light bulbs. Half our unit sales come in bulbs in the 25 to 100 watt range. Knowing this, we put these popular sizes in a handy 4-bulb package. Merchandising bulbs in packages was quite a revolutionary idea when we first introduced them ten years ago, and trade advertising was used to help sell the idea to store managers. Of course, some variety stores still sell loose bulbs, but more and more the trend is toward package sales."

Why not ask your own salesmen what your company's business publication advertising does for them. If their answers are generally favorable you can be sure that your business publication advertising is really helping them sell. If too many answers are negative it could well pay you to review your advertising objectives—and to make sure the publications that carry your advertising are read by the men who must be sold.

SOUTHERN AUTOMOTIVE JOURNAL

One of the 207 members of
National Business Publications, Inc.
... each of which serves a specialized market
in a specific industry, trade or profession.



You can figure that much closer

with

Arvin

SERIES "20" Universal Recirculating
Hot Water Car Heaters



Save up to
FORTY
 dollars

compared to costly car-factory heaters

Easy to sell on ALL deals
 for their economy, reputation, performance



With space-saving proportions that fit three out of four cars and trucks, new and old, Arvin Heaters are priced to give you a terrific trading and profit edge in these competitive times. No other heaters come close to Arvin in money-saving value. Installation is fast and easy.

Out-performs heaters costing far more
 The big "heart" of this heater is a honeycomb core, with 2800 sq. in. of radiating surface. Big 8-blade, 7-inch fan circulates all the air in average sedan every 2 minutes.

SEE YOUR ARVIN DISTRIBUTOR

6 AND 12-VOLT MODELS FIT: 1957 Ford, Chevrolet, Plymouth, Pontiac,
 Dodge, DeSoto cars — 1957 Chevrolet, Dodge, GMC trucks — and most
 prior model cars and trucks.

Arvin — FIRST IN CAR HEATERS SINCE 1921

Electronics and Appliances Division **Arvin INDUSTRIES, Inc.** Columbus, Indiana

Arvin also manufactures Portable Electric Heaters, Home Radios, Fans, Lectric Cook, All-Metal Ironing Tables, Leisure Furniture, and "Charky" Outdoor Grills.



Typical Delco-Remy one-piece ignition contact set for external adjustment distributors, and its distinctive, moisture-proof foil-wrapped package.



DELCO-REMY LEADS THE FIELD WITH NEW ONE-PIECE, PREADJUSTED IGNITION CONTACT SET FOR THE REVOLUTIONARY EXTERNAL ADJUSTMENT DISTRIBUTOR

Never before such convenience, accuracy, quality, and sales appeal in ignition contact sets. This new, completely assembled, factory-adjusted unit specially developed for Delco-Remy external adjustment distributors offers these important advantages:

- 1** One-piece construction for easier, quicker installation.
- 2** Fully adjusted, including spring tension and contact alignment.
- 3** Convenient primary terminal for easy attachment and detachment of leads.
- 4** Revolutionary new adjusting screw permits easy, accurate adjustment of cam angle *while the engine is running*.
- 5** New moisture-proof, heat-sealed foil package protects contacts from dirt and oxidation—is easy to stock, identify, and sell.

Each set is enclosed in the new Delco-Remy moisture-proof metal foil package. These colorful, distinctive packages stack neatly in your parts cabinet, are easily identified, and assure your customer factory-fresh, original equipment merchandise.

DELCO - REMY • DIVISION OF GENERAL MOTORS • ANDERSON, INDIANA



GENERAL MOTORS LEADS THE WAY—STARTING WITH

Delco-Remy

ELECTRICAL SYSTEMS



U.S. Pat. No. 2,771,329

of course I use Pedrick Formflex rings what else?

Formflex Chrome Rings are "all-purpose"! They assure outstanding performance no matter what the condition of the engine. That's because Formflex rings are *conformable*. The exclusive "Equalizer" exerts a soft but positive and uniform pressure all around the rails, providing a more perfect seal between ring and cylinder wall. The right amount of lube oil is metered out to the cylinder walls. Maximum compression is maintained. Chrome on both the Formflex Oil Rings and the top compression rings increases life 2 to 4 times. The result is fuel and oil economy, maximum power, longest mileage. That's PEDRICK FORMFLEX CHROME!

Pedrick
PISTON RINGS



WILKENING MANUFACTURING CO., Phila. 42, Pa.
IN CANADA: Wilkening Mfg. Co. (Canada), Ltd., Toronto

HOOT MON 'n' HIP H'RAY!

Look what BONDO'S doing to boost your business

"Aye," says Bonnie Bondo... "Latch on to the big, beautiful business building plans in store for Bondo and every Bondo dealer... Here's cash in the till... Here's money in the bank!"

Give a once-over to these dynamic features:

THE BONDO PLAN FOR BUILDING BODY SALES

- A new saucy, sexy, sales-appealing trade mark with eye-catching power supreme!
- Super Sales Aids—including window and in-store displays.
- Newspaper Mat Service—with maximum local pulling power.
- Annual Spring and Fall Auto Repair Campaigns—to build pride in auto appearance.
- Positive Dealer Identification—to pinpoint Bondo's advertising power to the local body shop.
- Radio Spot Commercials—clarion calls building body beautiful business for every Bondo dealer.

and—

All for the miracle filler in the automotive field—Bondo—that amazing jet-action plastic paste that spreads like butter and hardens like rock—the body repair aid of recognized superiority!

FREE TUBE OF BONDO SPEED-SET (FOR EXTRA FAST CONTROLLED HARDENING)

Dept. 282

BONDO DIVISION
JAYCEE CHEMICAL CORP.
NORTHFORD • CONNECTICUT



BONNIE
BONDO

SAYS:

"Watch for me... I'll have a wealth of ideas with every sales-suggestive wink!"

Another NET PROFIT Maker!

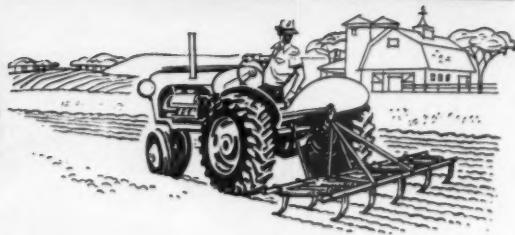
MOHAWK ANNOUNCES



Unconditionally
guaranteed
for two years

against all field hazards
as well as defects in work-
manship and material.

a complete line of **Farm Chief TRACTOR TIRES**



Mohawk proudly presents a complete line of front and rear tractor tires. Engineered and priced to get Mohawk dealers higher net profits from the rich farm market.

Check these sales-making features:

Deep rugged tread to deliver up to 20% more draw-bar pull! Self cleaning!

New tread and sidewall compounding—to resist tread cutting and chipping, withstand barnyard acids.

Center ridge design for smoother riding on paved or hard surfaced roads.

All sizes in stock now, ready for immediate shipment.

Cash in on the plus sales and extra profits these new Farm Chief Tires will bring. See your Mohawk sales representative or write Tom Johnson, General Sales Manager, The Mohawk Rubber Company, Akron 5, Ohio.



MOHAWK

The Mohawk Rubber Company

Akron 5, Ohio

Plants in Akron, Ohio • Littleton, Colorado • Helena, Arkansas

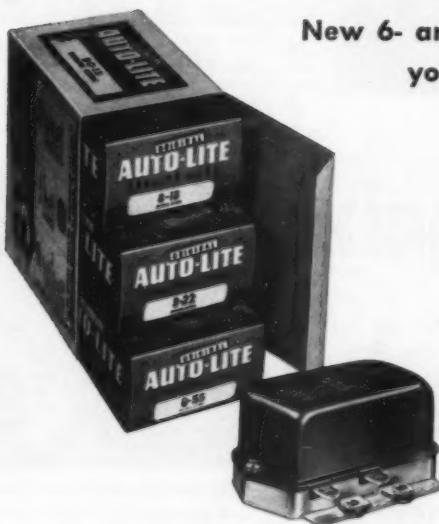
NEW AUTO-LITE COIL AND REGULATOR ASSORTMENTS REDUCE INVENTORIES, BROADEN MARKET COVERAGE!



Now only four coils give you coverage of better than 98% of all Auto-Lite applications. They give improved performance and cost less, too!

Think of it! Only four oil-filled coils now do the work of 74! Packed in a container that unfolds into an attractive display, these coils are all hermetically sealed and moisture-proof for improved performance, longer life. See your supplier; stock up today!

Assortment 90-14 includes coil 5-8, 6-volt; coil 5-9, 6-volt, Ballast Type; coil 5-10, 12-volt; coil 5-13, 12-volt, Ballast Type; 3 brackets, 32-1; resistor 32-2; resistor 32-6.



New 6- and 12-volt assortment of three regulators gives you widest coverage in Auto-Lite history!

Now combined in one handy package are two 6-volt and one 12-volt Auto-Lite Voltage Regulators that give you coverage of most 6- and 12-Volt Auto-Lite equipped vehicles produced from 1940 through 1957. Application information is on the side of the 3-unit package.

This new 6- and 12-volt Auto-Lite Regulator Package (90-13) saves you valuable shelf space, simplifies inventory checking. Wider coverage with a smaller inventory investment is yours. All of which adds up to more turnover and greater profit. Stock up today!

Only 3 AUTO-LITE REGULATORS

Cover 527 Vehicles

8-13

8-55

Chrysler (Industrial)
1948-51
Chrysler 1940-50
De Soto 1940-50
Dodge 1940-50
Dodge Tr. 1940-49

Chrysler 1956-57
De Soto 1956-57
Dodge 1956-57
Dodge Tr. 1956-57
Plymouth 1956-57

8-22

Chrysler 1946-50
De Soto 1946-50
Dodge 1946-49
Dodge Tr. 1940-49
Diamond T 1941-52
Four Wheel
Drive 1950-54
Hudson 1951-53
Kaiser 1947-51
Nash 1940-48
Packard 1940-49
Plymouth 1946-49
Studebaker 1941-51

ORIGINAL

AUTO-LITE
SERVICE PARTS®

THE ELECTRIC AUTO-LITE COMPANY • Toledo 1, Ohio • Sarnia, Ontario, Canada

"AND WHILE YOU'RE HERE LET'S LOOK AT THE BRAKES"



Ask them to let you P-L-S

Pull a wheel Look at the brakes Show them what's needed

It's the One Sure Way to Get More
Profitable Brake Business

Don't wait until they ask you to "fix" the brakes. Most car owners will be glad to let you pull a wheel for the protection of their life and for their safety.

If a reline is needed, don't spoil your own good work by using inferior linings—install genuine Grey-Rock Balanced Braksets, the linings with the difference you can see, show and sell!

*See the new Grey-Rock Brake Service movie. Experts
say it's the best film on brake service ever made.*

Ask your Grey-Rock jobber about the new P-L-S Plan. He has facts and figures to prove it can make more money for you.

Only **Grey-Rock** makes
BALANCED BRAKSET LININGS

BALANCED BRAKSETS • TRUCKSETS • BRAKE BLOCKS • VEE-LOK® CLUTCH FACINGS
GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.



RAYBESTOS-MANHATTAN, INC., Brake Linings • Brake Blocks • Clutch Facings • Mechanical Packings • Asbestos Textiles • Industrial Rubber
Sintered Metal Products • Engineered Plastics • Rubber Covered Equipment • Abrasive and Diamond Wheels • Laundry Pads and Covers • Bowling Balls
Industrial Adhesives



SEE the difference. Distinctive Grey-Rock brake linings look different—are different. You can see it in the many different types of linings Grey-Rock combines in sets engineered to give balanced brake action and longer lining life.



SHOW the difference in distinctive Grey-Rock woven and molded combinations. Where used, they provide far better brake action than molded linings alone. In other Grey-Rock sets, all-molded types give best results.



SELL the difference. When you can see and show the difference, you can sell the difference. Explain how different shoes, even in the same brake, do different work, and why different types of lining are necessary for balanced brake action and long wear.

Consistently advertised
in
The Saturday Evening
POST

SEPTEMBER 1957

Apprentices at Capitol Cadillac-Oldsmobile, Washington, D. C., receive a two-year training program, which, even though costly to the firm, pays for itself many

times. Trainee, above right, learns the lowdown on servicing the latest car air-conditioning unit under careful direction of a company instruction mechanic.

Debunking Training Ills

WE SUPPLEMENT the hiring of skilled mechanics with an apprentice training program. The skilled labor pool that we create becomes an important supply source for supervisory personnel in our three service organizations.

Ten of our shop mechanics took our two-year training course for mechanics. Four of our service salesmen, seven shop foremen, the general service manager, all three service managers, the general shop foreman, five road-testers and the general shop superintendent were all productive personnel at one time or another.

Seven apprentices are now working beside skilled mechanics, and as soon as they move into stalls of their own, new, youthful material will take their place. Like their predecessors, who were trained by us and averaged ten years of service, the majority will stay on, strengthening our skilled labor staff.

By MARION GUY BROWN
General Shop Superintendent,
Capitol Cadillac-Oldsmobile, Inc.
Washington, D. C.

We know they will remain because they see evidence all around of opportunity for advancement. Key jobs in the organization are not filled through newspaper advertisements. Our policy is to promote capable men from within the organization.

Does our two-year training program pay off? I think we have already answered the question. We do not share the discouragement of dealers who believe training programs a costly gamble, high in overhead with uncertain outcome.

True, our weekly guarantee to both apprentice and his instructing mechanic is costly. Trainee mistakes involving customers' cars and unnoticed by the instructor, coupled with a certain amount of

unintentional breakage in disassembling a unit, add to the cost of training. But this is accepted as part of the learning process, and is very minor compared with the benefits.

Many a mechanically-talented youth would be stymied in a dead-end jockeying job if the training program did not ultimately present opportunity for well-paying jobs in our own organization. The loss would be ours, as well as his. Frankly, we do not think we would be able to give the topnotch service that our customers expect without a corps of topnotch mechanics which we ourselves have trained from the start in high standards of performance. Car sales would be adversely affected if we could not offer first-rate maintenance.

The dealer who trains his own men can sell the organization to an apprentice by his practices. The trainee with six months' service



Trainees regularly meet with the supervisors to discuss their progress. Apprentice Robert Holley listens attentively as (l. to r.) Shop Superintendent M. G. Brown, Foreman Charles Phillips and Instructor-Mechanic J. D. Lowery review his performance in the eyes of management.

gets a week's vacation with pay, and two weeks' vacation after a year's service. Group insurance is available to him, with the company sharing half the cost.

Retention of those who complete our training has never been a problem. We recall losing only two after training, and washing out two others who failed to meet expectations.

We think that training actually begins with the initial interview. When a youngster who has completed high school or vocational school has filled out our employment form, indicating his desire to jockey cars, we spend time with him to determine what school subjects he took, his grades, why he liked some subjects and shunned others.

If he left school before graduation, we go thoroughly into the reasons. It is revealing of the personality we are dealing with to learn that he may avoid jobs which he does not like.

Has he had a newspaper route?

Did he stick?

How did he feel about a summer soda jerk's job he may have held?

These details add up to total personality revealed before he is taken on.

We may not have an opening at the time of interview. Nevertheless, we thoroughly study the human material in front of us. A

young applicant is given no promise of an immediate opening, no rosy picture, no commitment of any kind. We indicate our impressions of him on his written form and then file it. We tell him that car jockeying, parts running, portering and custodial work may prove to be drab drudgery until the undetermined time when he

may be moved into mechanic's training. Ultimately, we tell him, he may find automotive repairs a relentless grind. If the 18-year-old willingly accepts the challenge and still wants the job, we feel we've got someone who will make the grade.

The foreman and mechanic play important roles in a trainee's life. Unfortunately, we are limited to seven apprentices because there are only seven instructing mechanics available. Not every mechanic, topnotch though he be, is cut out to teach. Some of our best mechanics are not assigned trainees for various reasons. A few cannot tolerate a trainee's questions and need for explanations. Both foreman and mechanic have to be critical of a trainee's performance. The public is critical of our performance. And this is made clear to the apprentice when he is taken on.

A jockey's attitude toward a call is very significant.

Is he eager to be helpful?

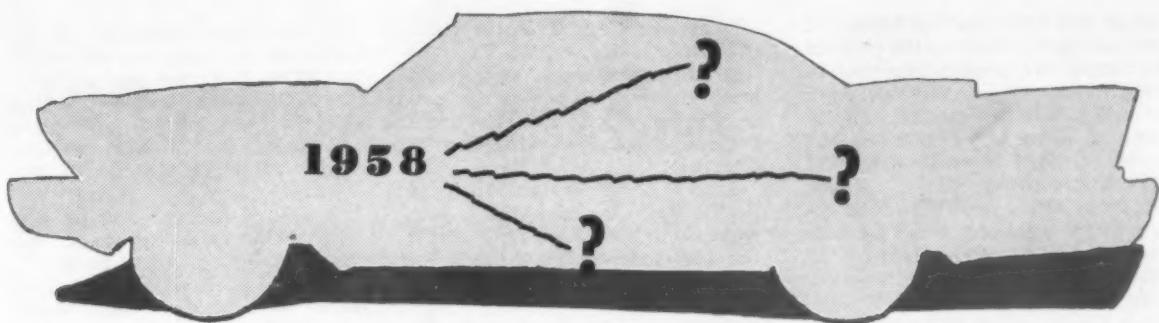
Is he Johnny-on-the-spot when there's a car to be moved and the red signal is flashing in the customer's reception room? Or does he wait for someone else to get there first? This index determines who is to be picked from the group for training in the lubrication department.

An interview between the lubrication head and apprentice takes

(Continued on page 108)

There's a correct way to check air pressure in the firm's lubrication department and this trainee displays his knowhow for the instructor.





Dealers Anticipate Higher Sales

54% expect greater sales of '58s over '57s, but they fear that higher prices will depress their net profit

NEW-CAR sales should range higher in the '58-model market than was true of the '57s and net profit shouldn't be dragging too far behind.

Chevrolet dealers particularly are counting on the brand-new '58 model to help them recoup the heavy percentage of the market lost to Ford and Plymouth in the model year now dying.

But if car factories think for a moment that their raising prices because of the rise in steel and other materials costs will please their dealers, they're on the wrong track. No one has figured that the manufacturers would think such a thing, anyway, but Southern dealers reported their attitudes along this line and others in a survey mailed last month to 450 franchise holders over the 19 Southern and Southwestern states.

Higher prices will depress sales and net profit, said some of the answers which poured in. Some dealers anticipated a higher net on the same unit sales, pointing out, as did one long-time Georgia "Big Three" operator, that "there had better be higher profits or there will be fewer dealers."

Quite a few prophesied the same net on higher sales, while generally those dealers seeing higher sales ahead figured that the net would be proportionately high, or almost.

Fifty-four per cent of the replies calculated the new-car sales would be up, 39% listed "same" and seven per cent foresaw a

By **BILL HERBERT**
Editor

downturn for their market.

As to net profit, 50% anticipated a higher figure, 39% looked for the same as with the '57 models and 11% were in the "lower" column.

J. J. Altman, the veteran Cadillac dealer of Charleston, S. C., sized up the net-profit outlook for many respondents:

"If competitors sell for a profit, our profit will be more, but if they give away their product like some have done in the past and some right now, we will not make any more profit." The new model year should bring ten per cent more net, he said.

He calculated on a ten to 25% unit sales rise because "everyone seems to be wanting a 1958 model, holding off now due to rumors of great changes, etc."

Protection of some kind in the dealer's normal trading territory would aid the sales and profit situation, pointed out some dealers, including R. T. Scott, long-time prominent Chevrolet dealer of Oklahoma City, who declared that "some type of protection against

cross-selling, bootlegging, etc., is needed and we believe the Authorized Dealer Survival Association," of which he is an officer, "is the answer."

While he looked for the same unit sales as with the '57 models, he anticipated a ten per cent rise in net profit "because of a new car."

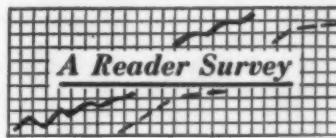
Carl and Jack Hoskins of Hoskins Chevrolet Co., Oswego, Kan., predicted 20% higher sales and a similar climb in net profit. A "complete change of model" and "no price change" were the things which will influence their '58 picture, they said.

"We have positively had an obsolete model this year and must have a big change in 1958," they added. "Also, we sure do not need any price increase."

From a Pontiac-International truck dealer, J. E. Sharp, Raleigh Motor Sales, Inc., Beckley, W. Va., came a forecast of 20% higher unit sales with a rise of two and a half per cent in net profit next year. "New and different body with mechanical refinements" would aid the '58 market, he said.

"Long-term financing is apparently becoming less popular with dealers in our area," he reported. "Price packing by other dealers is beginning to get them into trouble with the prospect."

"It is our policy to sell the product instead of the 'deal.' The trend is now swinging back to standard F.O.B. plus actual freight and handling. Dealers who have never used



packs will have the confidence of the purchaser, which is the premise on which we predict our part of the market to gain, as well as a completely new and distinctive body to be used by Pontiac in '58."

W. V. Stell of Stell Motor Co. (Ford-Mercury), Crane, Texas, said his city's growth would account for a lot of the ten per cent additional sales anticipated for '58, although he figured his net profit would be the same as for '57.

A Georgia Ford dealer who preferred anonymity figured his sales would be up 20% and his net up from ten to 25. His outlook was based on two elements: change of ownership by the competition in his small city and his handling his own time sales plus insurance coverage.

Sales should be up five per cent because of "improved local farm conditions," reported G. W. Alsup of Alsup Chevrolet Co., Stanton, Texas. He looked for the same net profit, however, as this year.

"Car manufacturers are retailing their cars to dealers," commented Carl Hash Motors (Buick), Seymour, Texas. "The big-town programs on parts and advertising and bookwork are too much for a small-town dealer."

More Trouble-Free Car

Company officials urged that factories "make a better car with less trouble to the customer, make a colder air conditioner and lower the price to dealers."

The same sales volume and a drop of two per cent in net profit were predicted.

A West Virginia Chevrolet-Oldsmobile dealership foresaw a ten per cent decline in new-car sales but the same net as for this model year, due to a "better used-car market."

An Arkansas Buick dealer predicted that sales and net profit would be off ten per cent, depending somewhat on "wild advertising by dealers" and whether prices are raised.

Only lowered prices would upset his prediction of a decline of 30% in car sales next year, with a concurrent decline of ten per cent in the net, said W. C. O'Bryan of Tishomingo Motor Co. (Ford), Tishomingo, Okla.

Based on "hopes of getting more Plymouths," a forecast of five per cent higher sales and net profit came from Wells Motor Co., LaPorte, Texas.

Many Chevrolet dealers' outlook was in line with that expressed by

officials of W & J Motor Sales (Chevrolet), Wayne, W. Va., who figured the new model year would bring a rise of ten per cent in unit sales and five per cent in net profit because of the newly-designed '58 Chevrolet.

John E. Lee of Morton, Miss., and A. W. Ray, Jr., of Licking, Mo., went along with the ten per cent in the first case, but calculated the net should likewise be ten per cent higher.

"Improved condition with our lumber mills" led B. S. Hargis, the Dodge-Plymouth dealer at Warren, Ark., to predict 15% higher sales with an uncertain increase in the net.

Dale Barber of Wiygul Lincoln-Mercury Co., Blytheville, Ark., said that lowered prices would aid his market. He looked for a 20% rise in unit sales and a ten per cent drop in the net.

"This is a prosperous town of 20,000 with nine dealerships and

rolet dealer at Greensboro, N. C., predicted the sales and net profit should be up ten per cent at North State Chevrolet because of the Chevy's "completely new styling and the effect of '55 models" being paid off" under finance installation programs.

A rise of ten per cent in sales with the same net profit as this year was the outlook at Steel City Oldsmobile, Birmingham, Ala., with "better sales management" expected to be a keystone.

One "Big Three" dealer in Alabama said that net profit must be improved in 1958 "to expand and survive." He predicted 20% higher unit sales and a five per cent climb in the net.

To aid his market, factories should "get the cars to the dealer before six months after ordering," said Joe N. Bedwell, Bedwell Motor Co. (De Soto - Plymouth), Quitaque, Texas. He looked for the same unit sales and net profit as this year.

"Styling" will be a determining factor in his area in '58, said L. C. McGarity, Ford dealer of Monroe, Ga., who predicted the same sales and net profit as in '57.

Hold Those Prices!

Factories should "hold prices down — less car, if necessary," said a Texas Lincoln-Mercury dealer. He visualized the same sales and net as for this year.

Among others calling for lower prices was Frank H. Roberts, Buick dealer at Owensboro, Ky., who predicted a ten per cent rise in sales and the same net profit as this year.

C. M. Fletcher of Pee Dee Motor Co. (Ford), Timmonsville, S. C., said that farm income's being up would aid his market. He predicted the same sales as for this year and added:

"We believe that with an adequate expense control, together with farm prices staying the same, we can increase net profit at least ten per cent."

Harold W. Tarr of Chinco Nash, Inc., Chincoteague, Va., said:

"The fact that American Motors is again bringing out the 100"-wheelbase Rambler for a price car should help the Nash dealers a great deal along with certain styling changes to go along with the times."

He pictured the same sales and net profit as for this year.

Cross-selling and bootlegging can, of course, easily affect many dealers' net profit in '58.

Chevrolet Dealers Count on "Comeback"

Chevrolet dealers freely predict their market is to jump from its lower '57 level in view of the brand-new models soon to be gracing the showrooms.

all are selling lots of cars, but due to price increase in the '57 models there are only two dealers in town that can show any profit for '57," he said.

"Chevrolet is, of course, one of these, and they say they are lucky to break even. A price increase in '58 will close all but two dealers in this town unless some of them strike oil.

"There is a swing to the small foreign-made cars and we are going to sell the English Ford to try to take up some of the slack. Maybe some of the others will do the same."

Sales and net should be higher by ten per cent next year, but "hard-working salesmen" will tell the story, according to Commonwealth Ford, Richmond, Va.

Improving farm market should aid in lifting sales and net by 20%, said Morgan Cross, Pontiac dealer at Eutaw, Ala.

T. A. Williams, for years a Chev-

'58: MORE Inflation

By JAMES C. DOWNING*

Dealer for Edsel and several makes of foreign cars
Atlanta, Ga.

IN DECIDING what the used-car business will be like during the 1958-model year, it appears in order to make a number of assumptions that can be used as a basis for a decision. In listing these assumptions, I shall outline the situation that seems most likely to exist.

Creeping Inflation will continue.

Government officials will deny it, but it is my sincere opinion that it is "unwritten" government policy to deliberately maintain an economic climate within which creeping inflation will continue. Ever since the Roosevelt administration, those in government responsible for the making of monetary policy have been "sold" on the ideas of Lord Keynes, the brilliant British economist. It was Keynes' theory that creeping inflation (a gradually decreasing dollar value, perhaps two to three per cent annually) will be accompanied indefinitely by a high level of employment, increasing personal incomes, good business generally and a continually expanding economy.

Part of the increased income under these conditions is accounted for by the depreciation of the dollar. But that is only part of the story, since increasing incomes encourage confidence on the part of the public and facilitate free spending. It seems as though the whole world has accepted Keynes' theories, since inflation today is worldwide!

Events of the past seem to have proven that full employment and creeping inflation do go together. I am sure you will agree that no one wants hard times, least of all the party in power. While the process of dollar deflation is definitely unfair to that segment of the population living on retirement income or on other kinds of fixed income that cannot readily be adjusted, it does seem best for the great majority of our population. Even at the present time, Walter Reuther is

*Excerpts from an address before the annual convention of the Georgia Independent Automobile Dealers Association at Savannah last month. The speaker is a veteran used- and new-car dealer and a former president of the National Used Car Dealers Association. At one time he was an economist with the federal government and has long studied the economic trends.

starting agitation for "escalator" clauses in the retirement income plans of his union.

I am personally "sold" on the ability of our nation's money managers — the designers of monetary policy. I believe that their knowledge of what makes our economic system "tick," while far from perfect, far exceeds that of any past period of history. Although there are many dangers associated with inflation (as such) I believe that really dangerous inflation will somehow be "contained."

President Eisenhower recently asked businessmen to be "statesman-like" and to use "restraint" in raising prices. This indicates

that the president, the Federal Reserve Board and the Treasury are resigned to a continually rising price structure. The sooner you businessmen understand this situation, the better you will be able to take advantage of it for your own protection. The process of dollar deflation has been going on for a long time. You will be interested to know that it takes a \$40,000 income today to represent as much real income as \$15,000 represented in 1949.

Most of you are aware that the dollar has depreciated at the average rate of three per cent annually for the past ten years. The rate has been four per cent during the past 12 months. *It now seems certain that creeping inflation will not only continue for the next 12 months — it will continue for what we might term the "foreseeable" future — five to ten years.* Perhaps the rate for some years during the next ten will be as low as one per cent, and as high as four or five in others, but I believe an average of three per cent can reasonably be expected.

There are several things that you as an individual dealer can do to take advantage of the situation wherein the purchasing power of the dollar constantly declines. In my opinion, one of the finest things you could do would be to make plans to buy real estate, preferably the lot or facility which you now operate. Through this procedure you will be able to hedge against the declining value of the dollar, and in addition take advantage of the fact that our constantly increasing population will cause

(Continued on page 114)

This Dealer-Economist Predicts:

"Creeping inflation will continue." (He suggests what automotive businessmen can do to offset this prophecy.)

"New-car production and sales during the 1958-model year will exceed 1957 by ten per cent."

"New-car prices for 1958 will be approximately five per cent above those of 1957."

"Interest rates during 1958 will be increased moderately."

"Business in general will be good throughout 1958." Used-car dealers should have a "chance to make excellent profits in 1958."



Here you learn the outlook for boosting mechanic's ranks.

We're Mechanic-Poor

THE nation's corps of automotive mechanics will need about 40,000 new recruits annually for the next 18 years — more than three times the number now being graduated from vocational schools, an automotive industry spokesman told vocational education leaders at Philadelphia, Pa., last month.

Myrle E. St. Aubin, chairman of the service managers committee of the Automobile Manufacturers Association, said:

"Where these 40,000 men come from and how they receive their training is a matter of considerable concern to all of us in the automobile industry."

St. Aubin, who is director of the Service Section of General Motors Corp., addressed a luncheon given by the automobile manufacturers for state directors of vocational education and state supervisors of trade and industrial education attending the American Vocational Association convention.

Discussing mechanic training problems and steps being taken cooperatively by industry and education to meet them, St. Aubin said that about 775,000 mechanics are now servicing the 65 million motor vehicles registered in the United States. The ratio is about 84 vehicles per mechanic.

"Highway officials estimate that by 1975 we will be driving or riding in nearly 100 million motor vehicles," he said. "This means that 18 years from now 1,200,000 mechanics, or 424,000 more than we have now, will be needed to service them."

The ratio of vehicles per me-

chanic probably will not change significantly in the years immediately ahead, he stated, although improved service techniques and equipment constantly increase the efficiency and speed with which mechanics can do their work. Higher efficiency, however, will be offset by the fact that motor vehicles are growing more complex and more precisely engineered, St. Aubin said.

"So, somehow, we have to find about 23,000 additional mechanics each year for 18 years to take care of the increased demand."

Add to that the men needed to replace those leaving the trade for various reasons, he said, and the annual total reaches the 40,000 figure.

St. Aubin said that another factor affecting the increased demand for mechanics has been the sharp decline in the number of "do-it-yourself" motorists since 1940.

About 16% of owners used to handle their own tune-ups, carburetor adjustments and certain ignition work, he stated. Today, the proportion has dropped to nine per cent.

The necessity of providing an adequate supply of properly

trained mechanics was described as a matter of vital concern to the nation at large, as well as to motorists and the automotive industry. Good maintenance of our motor vehicle fleet, he declared, is vital to the efficiency of highway transportation and to the American standard of living.

Eleven years ago, he related, members of the American Vocational Association consulted with the automotive industry on how to improve existing automobile mechanics instruction in the vocational schools of the nation.

"Out of that initial contact the Automotive Industry-Vocational Education Conference was established, setting into motion one of the finest education-industry cooperative efforts in the United States."

The work of the conference has been directed toward the dual goal of (1) increasing the number of competent young men entering mechanic training in the schools, and (2) improving the quality of mechanic training.

A major accomplishment of the conference was the preparation of a series of suggested standards for automotive service instruction in vocational schools, covering such subjects as recruitment and selection of students, shop layouts, supplies and equipment, course content, cooperative training, summer workshops and college training for auto mechanics teachers. The standards were first published in 1951 and revised in 1956.

Other activities of the conference have been:

1.—Assisting in the establishment of automotive industry summer workshops and schools for mechanics instructors.

2.—Arranging with colleges and universities to grant degree credit to instructors for study in these workshops and schools.

3.—Publishing books and reports on various aspects of vocational training in the mechanics field.

4.—Encouraging other groups and individual automotive concerns to take an active interest in

(Continued on page 98)

Says GM's Top Service Expert:

"Somehow, we have to find about 23,000 additional mechanics each year for 18 years to take care of the increased demand."

He tells of current movements to ease the situation.

Selling by Mail

By C. EDMUND O'BRIEN
Co-Partner with Edward L. Norwitz
O'Brien-Norwitz Petworth Shell
Servicenter, Washington, D. C.

WE HAVE found direct mail an important means of reminding our customers that it is time to lubricate their cars again — and of building our service volume.

It is a service vital in these days of hurried and activity-packed living. All of us know only too well how time and mileage get away from us and before we know it our cars have run 1,500 miles without a lubrication and checkup.

We feel that direct mail in a metropolitan area reaches our community potential more effectively than newspaper promotion, in which you would be paying for a 99% potential beyond your immediate trading area.

Our customers appreciate these reminders. They like to feel that there's someone concerned with the care of their cars. It builds customer confidence when we safety-check with each lubrication and report findings to them of wornout and defective parts. Checking conscientiously every time their cars are on the lubrication rack, we have won a large and steady following since we introduced our direct-mail program in '48. In other words, we would say to any garage, station or dealer that a direct-mail program pays off many times over and above the small amount it costs.

How do I know? Volume picks up promptly right after a mailing.

Business may have been tapering, falling off, and then a mailing goes out. Volume picks up by 40 to 50%. We would say that safety checks that we make with every lubrication double volume in the sale of repair jobs and parts like muffler, tailpipe, shock absorbers, brakes, leaking wheel cylinder and master cylinder, tires, correction of faulty steering, re-

THIS GUN FOR HIRE

Never call another garage again! Longer if you drive in service more than 1,000 miles or more. Checkups. Oil changes. Lubricated every 1,000 miles. If you've driven 1,000 miles or more, it's time you checked in for another **LUBRICATION**.

O'BRIEN - NORWITZ
PETWORTH SHELL SERVICENTER
Telephone Randolph 6-0631 — Randolph 6-0975
Georgia Ave. and Upshur St.

YOU ARE ONE OF OUR VIP'S

Our customers are very important to us, and it's very important that you have your car serviced every 1,000 miles or 30 days. Our records show that we last serviced your car at _____ miles. If you've driven 1,000 miles or more, it's time you drove in for another **LUBRICATION** and **SAFETY CHECK**.

*VERY IMPORTANT PERSON

PETWORTH SHELL SERVICENTER
Telephone Randolph 6-0631 — Randolph 6-0975

SHELL

While his oil supplier furnishes these direct-mail pieces, the author believes any service shop can lift its volume by a program of mailing.

placement of burned-out light bulbs, etc.

Only about 25% of our recommendations for oil changes and filter replacements is accepted by our clientele. People tend to put these services off, for whatever reason they have, despite our explanations and education. But on repairs that are associated with safety and evident smoother car operation, we get a very high percentage of acceptance.

We base our mailings on 30-day periods of 1,000 miles. Twice a month Mrs. Norwitz and my daughter send out postcards for both of our stations: 2,000 postcards from this location, 1,000 cards from our other station in Silver Spring, Md. Total time put into mailings for both of them comes to approximately 24 hours a month.

It is possible for garages and stations to have postcards of their own design and phrasing printed up at a local company if they prefer it, for possibly no greater cost than we put into mailings. However, we prefer the postcards and

work order receipts of our oil company which runs us about \$140 a month for this larger station, and half the amount, or \$70 approximately, for our smaller station in Silver Spring, exclusive of the cost of labor. It costs 6¢ to 7¢ per name per mailing, paying \$4 for 100 postcards. The work order receipts come to about 1.8¢ a piece.

Our file is kept current by our two family members with cards for each customer under his name and address, a red tab indicating when next lubrication is due, dates of lubrication, with mileage and repair work done on the car.

A direct-mail program creates traffic. If you have your customer and his car in your station with the opportunity of checking and talking to him, he will buy the services that you recommend his car needs. If you point out to him that you keep a conscientious record of all the work done on his car as well as the work you have recommended that may not have been taken care, he feels that you know his car through the history

(Continued on page 112)



What Southerners Think of Edsel

NOT ONLY did a majority of Southerners interviewed in impromptu fashion find the Edsel to their liking but — important to any factory — they generally recognized it (especially the below-age-30 contingent) the minute they spotted it in real metal for the first time.

The ones who took the wheel for a mile or two spin praised its performance as highly as the onlookers who were naturally confined more to commenting on the styling. There were, however, some brickbats — a highly likely expectation when the tastes of Americans with varying backgrounds are being checked.

Youngsters especially yelled to others on down the street to call attention to the first appearance of an Edsel in their small towns as the car rolled southward from Dearborn. Heads turned often, and traffic became a problem when some more persistent motorists did everything but try to force the car to the curb. Out on the open highway drivers sometimes sped ahead after noting the rear end and then cut their speed to observe the front end through their rear-view mirror. This latter situation continued even when pitch-black darkness should have discouraged it far out in the open country.

No poll of a few dozen people should be considered adequate in itself, but for those who would like to compare with their own reactions since visiting the Edsel

What would you learn in the way of public reaction if you drove up in an Edsel, asked Southerners what they thought of this car never seen before and then sped on south? Edsel officials said they'd be happy to make a series of roadside interviews possible, so SAJ Editor Bill Herbert was supplied a unit to drive to Atlanta from Edsel's first national press showing, held at Dearborn.

dealer's showroom, here are some typical comments turned up by an impartial interviewer driving a two-door Pacer along the open road a week before the public showing date (and everyone was asked to comment on both desirable and any undesirable points after it was explained that the interviewer was not employed by Ford Motor Co.):

Clem Patterson, 21, student at Morehead State College, Morehead, Ky., after driving the car in Maysville, Ky., and in the country nearby for about ten miles (all quotes are reproduced exactly as spoken with no effort at editing by the interviewer):

"I like the style. The car is low. It handles real nice on curves."

"I like the temperature dial (permitting hot or cold with a mere turn of one dial on the dash).

"It is one of the easiest cars to park for its length I have driven.

"The only thing I don't like about it is the size of the glove compartment. I wish it were bigger."

(Compartment was cut short on this particular car because of need for room under dash for some air-conditioning equipment.)

Jim Crain, 20, University of Kentucky student, after driving for several miles in Maysville, Ky., and in the rural area nearby:

"I like the styling. It is different. It has a foreign style to it. I like the interior styling. I like the location of the transmission buttons. It is a great car."

"I like the idea of the self-adjusting brakes."

W. Foster Adams, 58, editor of *The Citizen*, Berea, Ky., after driving for about two miles:

"I am a mechanical dud, but I can appreciate the sturdiness of the ride. I like the headroom because I am six feet one inch tall. I like to be able to see out of the windshield as I can on this."

"The red warning signal (adjustable to the desired top speed desired) should be a good safety feature. It should be on all automobiles. Newspaper people are sensitive to safety."

"I think the instrument panel being close together is one thing I like, instead of being strung out all over the dash."

John W. Allen, 40, owner of Allen's Flower and Garden Center Nursery, Berea, Ky., after driving for a mile or two:

"I think the thing that impresses me most is the warning light. When I am in a strange city I find that

(Continued on page 124)

EDSEL

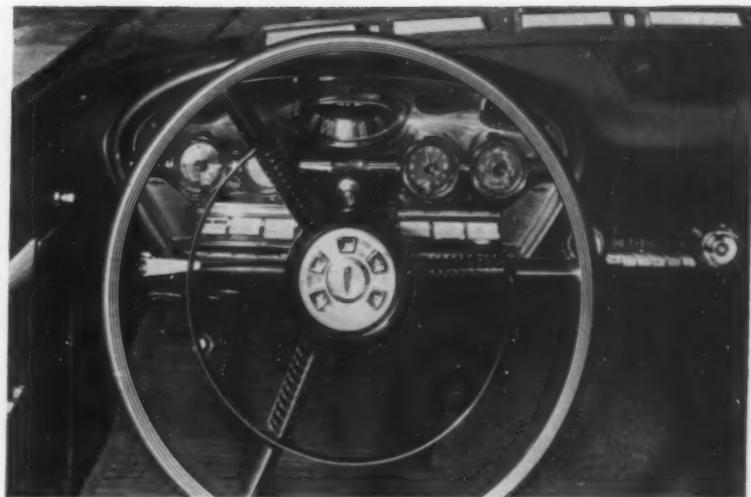
Two newly-engineered overhead valve V-8 engines — one rated at 345hp, safety rim wheels and self-adjusting brakes are featured in the Edsel line, the newest cars on the American road.

Engines have been designated the E-400 and E-475 to indicate torque ratings. Both have 10.5:1 compression ratios, four-barrel carburetors, a new and easily accessible throwaway oil filter, 18-mm spark plugs and 12-volt electrical systems.

The E-400, available in the lower-priced Ranger and Pacer series and the five station wagons, develops 303hp and has 361 cu. in. displacement. The eight Ranger and Pacer models, which include two- and four-door sedans and hardtops, plus a Pacer convertible, and the station wagons can be purchased with either standard, overdrive or automatic transmissions.

The E-475 engine in the Corsair and Citation models has 410 cu. in. displacement and is rated at 345hp. It features an entirely new three-stage cooling system which permits faster cold-weather warmup. Only automatic transmission is available with the E-475 engine.

Safety rim wheels, standard equipment on all Edsels, hold tire walls erect for better car support and are designed to compensate for tire roll on turns. The 14" tires take 20% more air volume at lower pressure for improved ride and absorption of road shock. The



Note the "Teletouch" pushbutton transmission controls situated in the steering wheel hub and the drum-type speedometer which revolves as the Edsel changes speeds. A single-dial heater-defroster-ventilator control eliminates knobs and levers common on cars produced in the past.

For Edsel "specs," turn to page 85.

wider tread and new tread pattern increase skid resistance and provide 24% greater tire traction to shorten stopping distances.

Self-adjusting brakes also are standard equipment on all Edsels and eliminate the need for brake adjustments during the entire life of brake linings.

Edsel owners reportedly never know brake adjustments are occurring. Brake shoes adjust automatically, if correction is needed, when brakes are applied while in reverse. If adjustment is not needed, it does not take place.

Power brakes are an accessory item available on all models.

The new three-stage cooling system incorporated in the E-475 en-

gines eliminates the present exhaust manifold warmup. Stage one allows coolant to circulate only within the cylinder heads and intake manifold. The second stage includes the block as well, and the third functions when the intake manifold thermostat opens, allowing coolant to flow through the radiator core and turning the three stages into one complete circulation system.

Both the E-400 and E-475 are designed to develop maximum torque within the greater part of normal traffic and highway cruising speeds. E-400 engines deliver 400 pounds of torque at 2,800rpm and E-475 engines give 475 foot pounds of torque at 2,900rpm.

Pushbutton automatic transmission controls mounted in the center
(Continued on page 100)

A Citation two-door hardtop and a Citation convertible illustrate the Edsel's new styling concepts.





In '21 they stood three-deep to see this display, while car sales mounted.

Horsepower Soars in 36 Years, But—

Dealer Sales "Pitch" Stays Put

"**S**ERVICE," always a big word in the automobile and truck trade, is of more importance today than it ever has been.

A dealer's service department, rightly handled, can tide him over a period of low profit such as is now being experienced. Moreover, such a department is his best advertisement and most efficient business-getter—a fact which must

By Sid Wrightsman, Jr.
Associate Editor

be given more adequate recognition in these days of keener competition.

"... Many dealers seem to stick to the idea that turning out a job and being paid for it constitutes service, never giving a thought as

to just how well that job may have been done. Of course, a job may look good and may show up good in a test, but in too many cases it comes back in a day or two in as bad condition as when it first went into the shop..."

A familiar ring? One incessantly hammered at today in every automotive publication.

But, interestingly enough, that quotation comprised the "lead" in a three-page service department section appearing in the February 1921 issue of **SOUTHERN AUTOMOTIVE DEALER**, immediate forerunner of **SOUTHERN AUTOMOTIVE JOURNAL**. It went on to enumerate that customers, once won, could be kept solely on the service manager's honesty, willingness to make fair adjustments when necessary and his disposition and spirit of cooperation.

All of which is a fairly accurate indication that the "human element" involved in the '21 automotive industry is as much with us today as it may be another three-dozen years hence in 1953.

An analysis of a typical '21 issue of **SAD** showed that dealers and jobbers were then, as now, in the market for bright, workable ideas on how to attract and keep more customers and for time-saving ways to get specific jobs done. And

Forerunner of Southern Automotive Journal, initial issues of this publication 36 years ago show that dealers and jobbers then, as now, wanted ideas on ways to attract new customers and keep old ones happy.

SOUTHERN AUTOMOTIVE DEALER

Vol. I, No. 10.

ATLANTA, GEORGIA

October, 1921

A Unique Service Station

How a Big and Profitable Business Has Been Developed by an Open-Air Service Station and Used Car Market in Dallas

By J. A. WEBB

A reasonably successful open air service station and used car market had been established in Dallas, Texas. Although an innovation entirely new in this section of the country, it has proven to be a decided success and there is no doubt that with the coming

Then the proprietors decided that the new innovation was established for good, and around the three sides of the leased land open sheds were erected. Some sections of these sheds are now used for repairing while others house cars ready for delivery or

through the winter. The parking business and the gasoline and oil business will also be continued. It is said that the company will also continue the second hand automobile business throughout the winter and just rearrange the grounds for the coming

then, as now, they were united in a common desire to boost profits by cutting unnecessary overhead.

Under an eye-catching, bold headline admonishing readers to "Advertise Your Experts," SAD's January 1922 issue offered this timely advice, assuredly as appropriate today as it was then:

"Many men have a horror of having their machines worked on by a man who is not a skilled mechanic. They would have the same dread of being treated by a quack doctor or dentist.

"If you have men in your shop who are skilled in their line of work, use this in your advertising. Advise the customer that you do not hire 'shyster' mechanics, and that every man who works on the cars in your service station is an expert in one particular line of work. As an example you might say: 'Frank Lang is our ignition man. He does all the ignition work in our shop. Ed Smith does all the bearing work,' etc. You could name the special job each man has to perform, and in this way gain the confidence of your customers to the point where they would bring their cars in and tell you to 'have Smith tighten up the bearings on all the connecting rods, will you?'"

Sunday Closings Helped Him

And in the same issue appeared the description of a new model service station in Knoxville, Tenn., whose owner attributed his good business, among other things, to his habit of closing the station during Sunday church hours, as well as through use of other "new" ideas based on service.

The story continued.

"Rest rooms for ladies and gentlemen are provided in his cozy station. They are comfortably furnished with attractive wicker and tapestry furniture, also a little desk with writing materials so that tourists may send letters home if they wish.

"Tourists are often hungry and begrimed, as well as tired, and with this thought in mind, Mr. Moore has gone further in providing for their comfort and convenience by installing free shower baths with hot and cold water. And a public drinking fountain is being built between the crescent formed by his concrete 'drive-in' and the sidewalk."

There is, to be sure, the presence of ludicrous differences which a 36-year span would be expected to evolve in the various procedures

They're Selling Like "Hot-Cakes"

It was surprising what a ready market this new automobile visor found. From Fords to Packards, cars are being equipped with The Adjustable "Auto-Awning"

(Retail price \$5.00)

An attractive, cool looking, automobile visor that shields the eyes and prevents squinting—strengthens the view while driving at night—keeps the windshield from rain. It makes the car cooler and gives much of color and beauty. Adjustable to any angle. Visor holds in position. Cannot fall or obstruct view while driving. Steel frame, double braced, covered with the highest grade awning stripe, fast colors, water and mildew proof.

Fastens close under top of car. Any one can attach it in a few minutes.

We are now ready to supply dealers. Write for territory and prices.

Atlanta Tent and Awning Company
ATLANTA, GA.
Manufacturers of Auto Tents, Camp Outfits and Canvas Specialties

Mr. Dealer:—

GET THERE BEFORE THE OTHER FELLOW.

Cord Tires NON SKIDS 8000 Miles

**SELL CORD TIRES—GET REAL PROFITS
CONSIDER THESE PRICES**

WE REQUEST	Figured at 45% off list net. No. U.S.
30x3 1/2 - 31x4	\$17.87
32x3 1/2	22.02
32x4	28.76
34x4	29.64
34x4 1/2	30.41
35x4 1/2	32.38
35x4 1/2	33.27
35x4 1/2	34.15
35x4 1/2	35.12
35x4 1/2	47.87

Prompt service to mail orders.

SPECIAL PRICES ON FABRIC TIRES SENT ON REQUEST

WE HAVE ANY ODD SIZES

STATES RUBBER CO.
1300-11 MARYLAND AVE.
BALTIMORE, MD.

These ads from a 1921 issue of SAD only serve to point up the revolutionary changes occurring in the industry over a three-dozen-year span.

peculiar to the field.

Take the eight "Timely Hints on Repainting Cars" comprising the publication's service department section in the April '21 issue:

- " . . . 1.—Remove old paint.
- 2.—Sandpaper body. 3.—Apply primer coat. 4.—Apply filler or rough stuff. 5.—Sandpaper and fill in cracks. 6.—Apply first color coat. Dry 24 hours. 7.—Apply balance of color coats. Let each dry thoroughly. 8.—Apply finishing varnish. Let body stand one week" (SAJ's italics).

Then there was the advertisement in the same issue concerning the "new adjustable auto-awning which shields the eyes from sun and headlight glare, eliminates rain-spatter on the windshield,

prevents accidents and at the same time gives a distinctive touch of color to any car" (an eminence which no succeeding bit of striped canvas could possibly have outdone).

A rubber tire, said to hold up for 8,000 miles and thought to be a miracle in workmanship, received a half-page play in bold-face type in the foresaid issue.

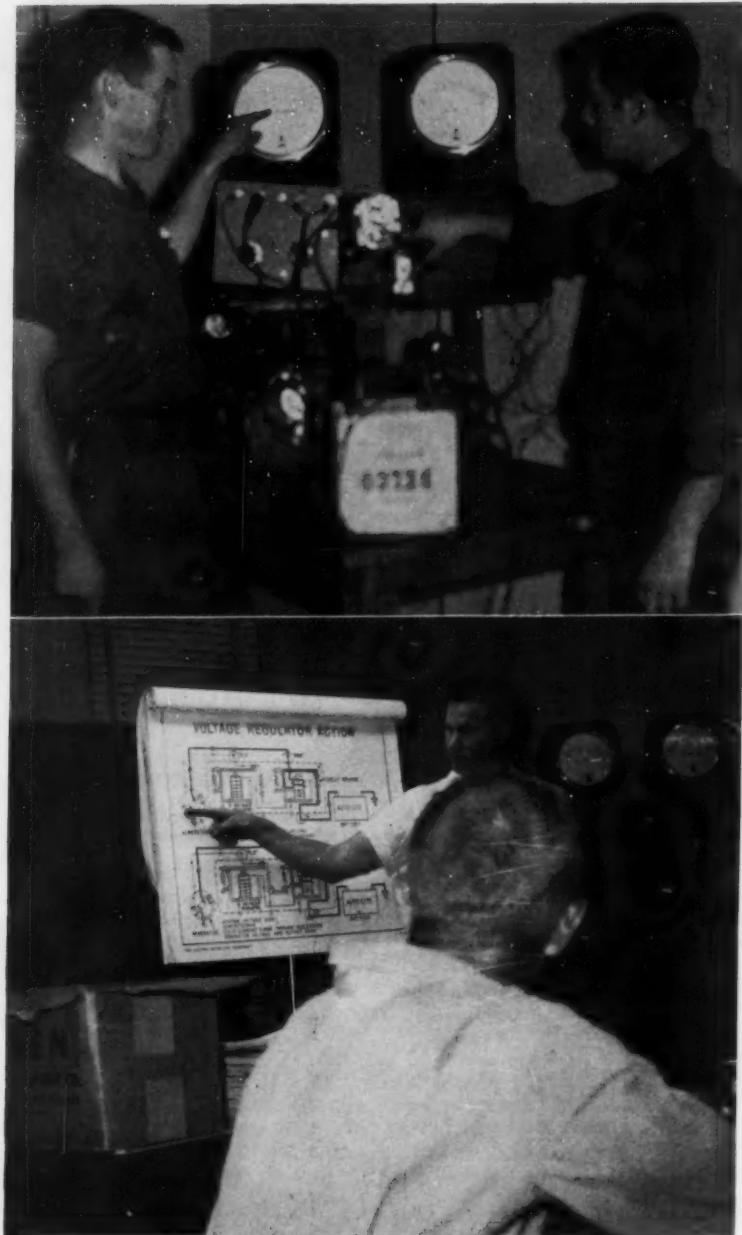
The Barnum touch today among car dealers seeking to boost sales was, for the same purpose, a frequent occurrence back in '21.

November '21 SAD featured a page with pictures about two Atlanta (Ga.) Dodge dealer-partners who, because of postsummer doldrums in car sales, sought to trans-

(Continued on page 106)



SOUTHERN JOBBERS and FACTORY MEN



When the Birmingham Electric Battery Co. of Birmingham, Ala., began its training program in 1937, it probably was little realized that the state of Alabama 20 years later would request joint sponsorship and a sharing of costs. Top: Practical demonstrations are a necessary part of all BEBCO classes and Instructor Roy McCallum, left, explains a point to student Don Clowers. Above: McCallum uses a chart in lecture.

The State Helps on the Tab

By Wendell Givens

So SUCCESSFUL has been the service training program of the Birmingham Electric Battery Co., the state of Alabama is now helping to sponsor the schools and is sharing their cost.

With state participation, results have been even more gratifying. J. F. Ingram, state supervisor of trade and industrial education, expressed the belief the program can soon be enlarged.

Ingram paid tribute to officials of Birmingham Electric Battery as "people who are dedicated to better auto service to the public." He said the individual training that technicians receive fits in exactly with the state's trade and industrial education.

Frank A. Johnston, BEBCO sales manager and supervisor of the training program, stressed the benefits which the company derives in business and good-will.

To launch the joint program, BEBCO contacted the state through Ingram and outlined its plans. Ingram in turn explained his objectives and how the program could be coordinated. He pointed out that the state would have to pass on instructors, then pay them a set hourly rate for their time.

Arrangements were agreed on and the joint sponsorship initiated



Birmingham BEBCO graduates have formed an active group, the Automotive Technician's Club, which meets monthly to bring members up-to-date on the latest field advancements. Certificates like the above are awarded all members, along with a special club pin and decal.

early last spring.

BEBCO employs two full-time instructors for the schools: Fred Wunderlich, with seven years instructing experience, and an assistant, Roy McCallum, soon to round out his first year as an instructor.

The schools, consisting of once-a-week classes for eight weeks, provide instruction in ignition, small engines, power brakes and carburetion. They are continuous, held at the BEBCO Birmingham warehouse and in other Alabama cities.

Cost of the schools is approximately 75% for instruction and 25% for equipment.

Charts, textbooks and component units are used. Students keep the textbooks at no charge. Through the Automotive Electric Association's participating program, supplies are provided free or at low cost.

BEBCO began the present program in 1937, but only in the last five years has it been developed extensively.

"It's the best business builder we've had in years," Johnston commented.

On occasion, BEBCO has had two schools going simultaneously, one in Birmingham and another elsewhere in the state. Jobbers themselves have been trained as instructors, thus spreading the training faster than would be possible with only two instructors.

The success of the program, Johnston pointed out, is evidenced by applications on hand—enough to fill BEBCO classes through March 1958.

Until the program was broadened, mechanics drove to Birmingham from Tuscaloosa, Montgomery and other cities to attend classes each week. Now they are able to organize schools in their own areas.

After attending the schools, mechanics often specialize and increase their earnings, Johnston explained. Approximately 40% of the graduates ask to return for additional instruction.

BEBCO graduates in Birmingham have formed the Automotive Technician's Club, with its own diploma, pin, decal, etc. They meet monthly to keep up with advancements in their field. Meetings are held in the BEBCO educational room, providing an additional link of good-will for the company.

Club membership averages 50 to 60, as men move in and out of town. BEBCO arranges for technical speakers at each meeting.

This month BEBCO is starting a series of schools on carburetion, each to last 12 weeks.

Enrollment at each school is ten to 12 men with a fixed maximum of 14. Any garage, car dealer or service station mechanic may attend, as well as fleet men. Classes usually are held on Thursdays from 7 to 10 P.M.

"The schools are a permanent fixture at BEBCO," Johnston said.

Since the program was intensified, purchases by the school graduates have reflected a definite up-trend in business. "We have had graduates triple their purchases from us," Johnston said. "Recently a monthly account averaging \$200 went to \$800 after the customer attended our school. Also, many of our large customers have commended BEBCO for what our schools have done for their men."

"The schools are a definite link between BEBCO's top management and our customers," Johnston said.

E. D. Henley is president of BEBCO, an AEA central distributor with appliance, rug and electric divisions, and a rug and appliance warehouse at Montgomery. The company employs 180 persons.

Salesmen Meeting Plan Adopted by McLean

AN EXPERIMENTAL plan of getting salesmen started off on time and of holding meetings of salesmen earlier every Saturday has worked out so well at McLean Auto Supply Co., Laurinburg, N.C., that it has been adopted.

"For years we have had a problem almost every morning in getting our salesmen started on their day's work," said a bulletin last month to customers. "We have been opening for business at 8 a.m. (and will continue to do so), but with customers coming in or calling in and naturally getting preferred attention, salesmen have often been delayed in getting their orders and other problems handled and getting out to work."

Now the force comes down ahead of the regular opening hour to clear the decks. The same is true on Saturdays, with salesmen's meetings beginning at 7 a.m.

To compensate for the change, the firm's Saturday closings have been moved from 1 p.m. to noon.

Alex Strickland Dies At Wilmington, N.C.

ALEX Strickland of Jewell and Strickland Auto Parts Co., Wilmington, N.C., died July 28, after one of a series of recent heart attacks.

Long active in his community and state wholesaler activities, he was made vice-president of the North Carolina Automotive Wholesalers Association at the convention last spring.

Texas Convention-Booth Conference Schedules Two Government Speakers

FIFTY-THREE of the 90 available booths, or almost 60%, have been reserved for the annual convention and booth conference of the Automotive Wholesalers of Texas Oct. 17 and 18 in the Hilton hotel in San Antonio.

President J. M. Vesmirovsky of Houston and G. C. Morris, executive director, were confident early in August that the remaining 37 booths would be contracted for before the end of September.

At the same time Morris said that all other arrangements for the convention and booth conference were under control. Convention speakers had accepted invitations, entertainment was contracted, the association's yearbook and program was ready for the printer and advance registration material was about to be mailed to the 939 wholesalers in Texas.

One of the principal speakers for association business sessions is C. W. Ferguson, acting regional director of the Small Business Administration, Dallas. He will discuss various ways in which the Small Business Administration can be of help to wholesalers.

Another speaker is Maurice Acer, chairman of the Texas Employment Commission, Austin. His

subject will be, "The Year Two Thousand Is Just around the Corner."

Morris will discuss the past, present and future of the association, with emphasis on the future. There will be two panel discussions, one on insurance and the other on automatic transmission schools.

Four of the association's key committees — finance, insurance, legislative and training — will meet in advance of the convention opening and the officers and directors will review association affairs in their annual dinner meeting the night of Oct. 16.

Officers in addition to Vesmirovsky are: T. C. Watkins, first vice-president, Midland; Fred D. Pinkston, second vice-president, Lubbock; C. H. Callahan, secretary, San Antonio, and Wilton Jennings, treasurer, Austin.

This year, for the first time, tickets to all functions may be purchased in book form by delegates.

New Genuine Parts Store Gets Female Manager

NEVER underestimate the power of a woman — particularly one with the knack and knowhow to manage a parts store.

That is the sentiment, at least, of Genuine Parts Co. of New Orleans, whose officers have placed Miss Ronnie Reinhardt in the managerial seat at their new Kenner, La., branch. Miss Reinhardt, well-known to the New Orleans trade, has been with the company 11 years and is reportedly doing an excellent job.

At 1638 Airline Highway in Kenner, a suburb of New Orleans, the new store has been outfitted with such unique appointments as colored telephones, in addition to bins with plywood-framed fronts into which trade name cutouts have been inserted.

Grey-Rock Appoints O'Neill

Appointment of Mark L. O'Neill as Baltimore-Washington territory salesman for Grey-Rock Division of Raybestos-Manhattan, Inc., has been announced by James A. Wheatley, Jr., Grey-Rock sales manager. O'Neill replaces E. L. Sassaman, who has become Central Atlantic district manager.



Automotive Editors to Talk At AWDA Meeting

EDITORS of leading automotive trade publications will be featured in a panel discussion, "Where Distribution Is Today," at the 10th annual Automotive Warehouse Distributors Association manufacturer-distributor conference in Kansas City, Mo., Dec. 1-5, at the Muehlebach Hotel.

The conference-planning committee, headed up by Martin Fromm, executive secretary, met in Kansas City recently to arrange for the meeting, which, as in the past, will include a complete series of group and private conferences.

Committee members present were Chairman Ernest A. Tapp, Jobbers Supply Co., and Co-Chairman Jack F. Whitaker, Whitaker Cable Corp., both of Kansas City; J. S. Connell, J. S. Connell Co., Dallas, Texas; Thomas S. Perry, Jobbers Service, Atlanta, Ga.; Ralph Doherty, Wilkening Mfg. Co., Philadelphia, and Don Hanson, E. Edelmann & Co., Chicago.

Virginians Finance Picnic By Scrap Iron Sales

PROFITS from the machine shop's scrap iron sales combined with that from the company Coke machine were a boon recently to employees of Lee Auto Parts Co., Inc., of Arlington, Va.

That's what went to finance the company's first social club picnic at Triton Beach, Md., in July, according to Secretary Vernon O'Meara. Joining in the swimming, horseshoe pitching, baseball game and checkers were 39 employees and their families. The picnic henceforth will be an annual get-together, O'Meara said.

Wausau Motor Parts Moves

Wausau Motor Parts Co., formerly of Wausau, Wis., has moved to a new, larger and ultra-modern plant in Schofield, Wis.

Bell's E. A. Seeman Dies

Edward A. Seeman, 42, Flare Division sales manager of The Bell Co., Inc., Chicago, Ill., died recently at his Highland Park, Ill., home.

Prince A. Collins, Jr., outside salesman, and David McAlister and Jake H. Mitchell, counter salesmen, have recently joined the staff of Tourne' Auto Parts, Hobbs, N. M.

70% Report Sales Up This Year; 18% Find Volume Slacking Off

SEVENTY per cent of the Southern wholesalers surveyed last month reported sales volume up for the first seven months of this year over the same period of last year, while 18% listed a downturn, usually only a few percentage points.

Answers to a questionnaire mailed to 350 jobbers over the South and Southwest also showed 12% with the same volume.

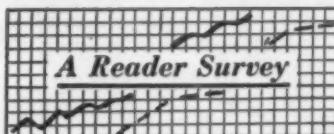
A number pointed out that their sales unitwise were down, while price increase since last year had offset this to bring as high or higher sales dollarwise. Net profit, for some, was struggling to do as well as a year ago.

A 7.9% increase listed by a southern Alabama company was due partly to air-conditioning sales, as the units were not carried last year.

A decline of ten per cent for a Missouri house was attributed chiefly to floods. This jobber said that rising prices were a big headache for him. He asserted, "Manufacturers should hold prices wherever possible."

A Kentuckian said his 14% increase over the first seven months of last year should continue throughout 1957.

A Floridian commented:



"Despite the fact that we now have four competitive jobbers in our town against only one in 1956, our sales continue to show an increase over 1956 by approximately 11%."

The sharpest "down" was reported by a New Mexico company whose sales were off 25%.

It was noticeable that the ups and downs were distributed widely, with no one area showing an unusual trend.

A Texan reported collections poor and added:

"Purchasers seem to have overextended themselves."

Two Texans Are Awarded AAR Life Membership

Two Texans, John L. Brockenbrough of Waco and Lee D. Tuttle of Dallas, were recently awarded life membership in Automotive Affiliated Representatives. Both are charter members, with Tuttle accredited with naming the association.

Manufacturers' representatives recently elected to membership include J. L. Meadows Co. and Thomas C. "Tom" Brown of the Southeast group (Atlanta) and B. B. Burk Co. and Cash Dean Co. of the Southwest group (Dallas).

B & A Supply Co. Opens In Hattiesburg, Miss.

THE B & A Supply Co., headed by Leonard T. Brown, president, and Ivy M. Anderson, general manager, opened recently in Hattiesburg, Miss.

Located on Scooba Street, the new brick-veneered, steel-and-concrete-block construction has 3,500 square feet of floor space which includes the main sales room, storage room and two air-conditioned offices.

Brown, a resident of Corpus Christi, Texas, expects to move his family to Hattiesburg soon. Anderson, a resident of the city, was formerly associated with Thompson Auto Supply Co.

227 Attend Georgian's Clinic on Filters

A RECENT Fram oil filter clinic held at Manchester Parts Co., Manchester, Ga., attracted 227 customers and was said by a factory representative to be the largest held this year in the Southeast, Harry J. Barnes, assistant manager of the Georgia firm, announced.

Assisting in the clinic was Thomas S. Perry Co. of Atlanta.

Carl Dietrich Leaves MEWA

Carl B. Dietrich has resigned from Motor and Equipment Wholesalers Association after eight years to accept the newly-created post of executive editor of *Jobber Product News*, news tabloid for automotive wholesalers published in Chicago. While with MEWA Dietrich was director of member services, editor of "MEWA's Selling Job" magazine and editor of "MEWA's News Bulletin."

S. T. Moore of Jenkins Automotive Parts Service, Inc., Columbia, S. C., recently won a complete Polaroid camera outfit from K & W Products for his center aisle display of their products. Moore is head counterman in charge of displays. The award represented K & W's grand prize for the eastern United States, Manager E. A. Jenkins, Jr., reported.

(More Jobber News on page 166)

"We're getting kickbacks on kickbacks."





SERVICE and MAINTENANCE

Pistons, Pins, Rings and Rods

ALTHOUGH ring jobs are not nearly so frequent as they once were, certain knowhow is essential to obtain a satisfactory job.

After the job is disassembled, the pistons should be cleaned and inspected. Remove the carbon deposits from the pistons. Clean the piston ring grooves with a ring groove cleaner (Fig. 2). Make sure the oil ring slots (or holes) are clean.

Caution: Do not use a caustic cleaning solution or a wire brush.

Inspect pistons for fractures at the ring lands, skirt and pin bosses, and for scuffed or scored skirts. Spongy, eroded areas near the edge of the piston top are usually caused by detonation, or pre-ignition. A shiny surface on the thrust surface of the piston, offset from the centerline between the piston pin holes, can be caused by a bent connecting rod.

Inspect the piston pins for signs of fracture or etching. Check the pin for proper fit in the piston and rod bushing. Check for wear in the pin retainer grooves.

Repairs:

Replace pistons showing signs of excessive skirt clearance or ring side clearance, wavy ring lands, fractures or damage from detonation or pre-ignition.

Replace piston pins showing signs of fracture or etching. Piston pins that show wear or fit loosely in the piston or rod bushing should be replaced. Always replace all piston pin retainers.

Fitting pistons:

Pistons of 0.020", 0.030", 0.040"

and 0.060" oversize are available for most engines. Check the parts catalog for sizes available.

To fit a piston in a cylinder bore, calculate the size piston desired by taking a bore check and select the proper size piston to provide the desired clearance. Check the piston being fitted by attaching a tension scale to the end of a feeler gauge ribbon (1/2" wide) of the proper thickness.

Position the feeler on the side of the piston 90° from the piston pin hole. Invert the piston, then push the piston and feeler into the bore parallel to the crankshaft axis. Hold the piston and pull out the feeler ribbon, noting the reading on the pull scale.

If the scale reading is greater than the maximum allowable pull,



Fig. 1—Certain knowhow is essential when working with these parts, if a satisfactory job is expected.

recheck calculations to be sure that the proper size piston has been selected. Check for a damaged piston. Try a new piston, or hone the cylinder bore to obtain the proper fit.

If the scale reading is less than the minimum allowable pull, recheck calculations before trying another piston. If none can be fitted, hone the cylinder to the next size piston. When a piston has been fitted, mark it for assembly in the cylinder to which it was fitted.

Note: Most pistons are the same weight on current engines, both standard and oversize; therefore, pistons of various sizes can be intermixed without upsetting engine balance. Rebore only the cylinder or cylinders which require it.

Fitting piston rings:

Select the proper ring set for the size piston to be used. Before the rings are installed on the pis-





Fig. 2—Cleaning piston ring grooves.



Fig. 3—Checking ring gap with feeler gauge.

ton, check each ring for proper gap as follows:

Position the ring in the cylinder bore in which it is going to be used. Push the ring down into the bore area where normal ring wear is not encountered. Use the bead of a piston to position the ring in the bore so the ring is square with the cylinder wall. Use caution during this operation to avoid damage to the ring or cylinder bore.

Measure the gap between the ends of the ring with a feeler gauge (Fig. 3). Refer to specs for gap dimensions. If the gap is less than the lower limit, try another ring set.

After the rings have been fitted in the cylinder bore, immediately install them on the piston or identify them with the piston and cylinder in which they are to be installed.

After the rings have been installed in the ring grooves according to the instructions on the piston ring package, check the ring side clearance with a feeler gauge. The gauge should slide freely

around the entire piston ring circumference without binding.

If the rings are to be installed in a used cylinder, remove the "glaze" on the bore as follows to aid in ring seating. Take all necessary precautions to catch the grit. Pass a hone or glaze-removing tool through the cylinder bore a few times. Do not hone more than enough to rough-up the finish. Thoroughly clean the cylinder bore and block after glaze removal, then oil the bores.

Fitting piston pin:

The piston pin fit should be a light thumb press fit at normal temperature (70° F).

If the piston hole must be reamed, use an expansion-type, piloted reamer. Place the reamer in a vise and revolve the piston around the reamer or use a reamer drive. Set the reamer to the size of the pin bore, then expand the reamer slightly and trial ream the pin bore. Take a light cut. Use a pilot sleeve of the nearest size to maintain alignment of the bores.

Check the reamed hole size, us-

ing the new piston pin. If the bore is small, expand the reamer slightly and make another cut. Repeat the procedure until the proper fit is obtained. Check the fitted piston pin for fit in the respective rod bushing. Ream the bushing if necessary to fit the pin.

Install the piston pin in the piston and rod. Install retainers to hold it in place. When the retainers are installed, make sure they are properly seated in the grooves provided in the piston pin bore. Always use new retainers.

Connecting rod:

The connecting rods and related parts should be carefully inspected and checked for conformance to specifications. Various forms of engine wear which are caused by these parts can be readily identified as follows:

A shiny surface on the pin boss side of the piston usually indicates that a connecting rod is bent or the piston pin hole is not in proper relation to the piston skirt and ring grooves.

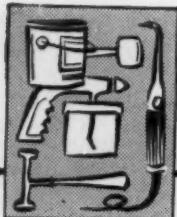
Abnormal connecting rod bearing wear can be caused by either a bent connecting rod, a crankshaft journal improperly machined, or a tapered connecting rod bore.

Twisted connecting rods will not create an easily identifiable wear pattern, but badly twisted rods will disturb the action of the entire piston, rings and rod assembly.

(Continued on page 102)

October: "No-Good" Starts

You can hear some fancy language when a faulty starter is back of the car owner's trouble. Ed Lowery next month will expound for you on "No-Good Starts with a Bad Starter."



BODY SHOP OPERATIONS

Hardtop Door and Window

CORRECT servicing of a door or one-quarter glass that moves in several directions at one time can sometimes be quite a problem. This is particularly true if we are to keep out water and air leaks.

The following procedure applies to 1957 Dodge and Plymouth cars:

Removing or installing the rear door window (four-door hardtop):

Should it become necessary to remove the rear door window for repair or installation of new glass, refer to Fig. 1, then proceed as follows:

1.—Remove the window regulator and door handle, using tool C-3448 (Fig. 2).

By E. M. Lowery
Technical Editor

2.—Remove the remote lock control handle and arm rest. (If car is equipped with power windows, remove door control switch and disconnect control wires.)

3.—Remove the screws that attach the garnish molding to the door panel, then lift molding up and away from the door.

4.—Using a screwdriver or tool C-3448, pry off the trim panel, then carefully remove weatherproofing plastic cover.

5.—Remove the bolts that at-

tach the window upper stop to the inner panel. Slide stop down and out of the door panel. Remove arm rest supports and the window lower stop.

6.—Lower the window, then remove the two bolts that attach the front run channel to the door panel. Pull the upper portion of the rear to disengage from the window nylon roller. Slide run channel down and out of door.

7.—Loosen the two bolts that attach the rear run channel to the door panel. With the window at bottom of travel, remove the weatherstrip from the outer panel. (Attached by screws or clips.) Raise the window to full travel.

8.—Slide window toward the rear to disengage regulator arm roller from its channel on the lower part of the window frame; at the same time raise the window slightly at the rear.

9.—Slide window out of the door, by tilting slightly and working the nylon rollers past the inner door panel, as shown in Fig. 3.

10.—Remove the rear run channel bolts and slide channel out of door. (This need only be done if installing a new run channel.)

Inspect all parts for wear or damage. If inspection reveals the need for removing the center run channel, remove as follows:

11.—Remove the bolts that attach the center run and support bracket to the door panel (after scribing location marks as an aid at reassembly). Slide center run out of door through the access opening in the panel.

To install a new window glass, proceed as follows:

12.—Remove the screws and bolts that attach the front and rear of the window upper frame to the lower window frame. Separate frames and remove glass from

Fig. 1—Rear door assembly.

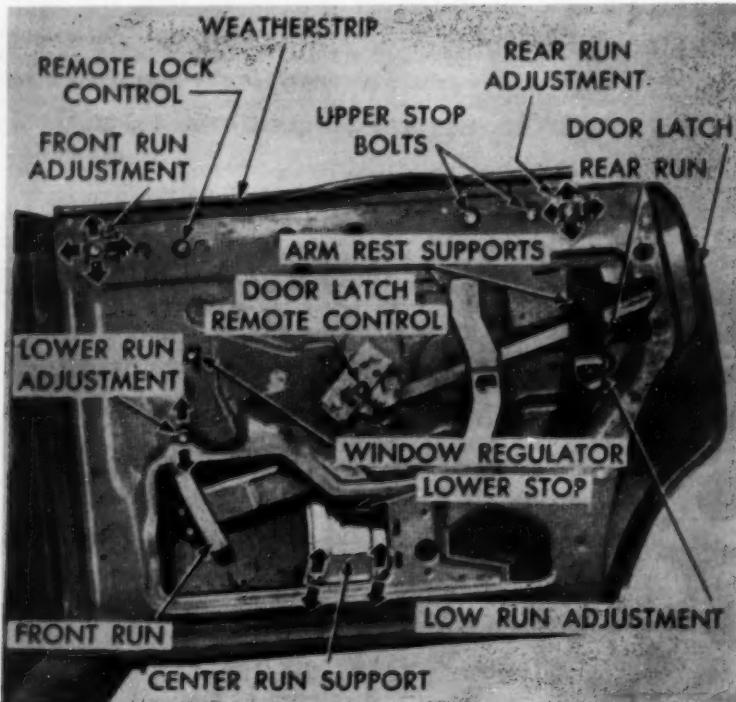




Fig. 2—Removal of regulator handles.

weatherstrip. Install new glass and reassemble.

Check the condition of the nylon guide on the bottom of the lower window. Remove guide attaching bolts and install new guide if required.

To reassemble the rear door window, refer to Fig. 1, then proceed as follows:

1.—Slide the center run channel and support into door panel and up into position, then align scribe marks. Install retaining bolts and tighten securely. (Be sure the upper end of support is located in front of bracket.)

2.—Slide the window assembly into door (being careful not to damage weatherstrip) with the nylon rollers entering recesses between inner and outer panel. (Refer to Fig. 3.) Lower window down into door.

3.—Move the window forward to engage the regulator arm roller with the lower portion of the window frame. Lower window about one-half-way down.

4.—Insert the rear run channel into door panel and up into position (if removed). Install attaching bolts and draw down finger-tight.

5.—Slide the front run channel into door and up into position, engaging the nylon roller. Push run forward into position, then install

run attaching bolt. Snug down but do not tighten.

6.—Slide the window upper stop up into position and secure with attaching bolts. Snug down but do not tighten.

Adjusting the rear door window (four-door hardtop):

After the rear door window has been installed, refer to Fig. 1 and adjust door glass as follows:

1.—With the run attaching nuts and bolts (front and rear) fingertight, and the upper stop loose, raise the window and check the contact with the top weatherstrip.

2.—If the top of the window frame does not enter the weatherstrip properly, adjust the center run support by moving lower portion in or out until correct support has been made. Moving the support out toward the outer panel will tilt the upper edge of window frame in toward the weatherstrip. Moving the support in toward the inner panel will tilt the window out away from weatherstrip.

3.—If more adjustment is required than can be obtained from the movement of the center run support, loosen the bolts that attach the center run guide to the

lower window frame. Move guide in or out until correct contact has been made. Tighten bolts securely after adjustment.

4.—To adjust the window for a good weatherseal, check the contact of the weatherstrip and upper window frame. A full contact should be made from the front of window along the curve of the roof. Also check weatherseal at the leading edge of rear window where it contacts the front window. This must be evenly spaced. If necessary, shift window slightly toward the front or rear until correct position has been obtained. Tighten both channel upper attaching nuts securely.

5.—Now lower the rear window, then tighten both lower channel attaching bolts securely.

6.—Raise and lower the window several times to be sure window operates freely and has good weatherseal.

7.—Lower window until upper frame is even with panel opening, then install outer panel weatherstrip. Raise window slightly and install lower stop. Tighten attaching bolt securely.

8.—Raise the window until a

Fig. 3—Removing or installing rear door window.

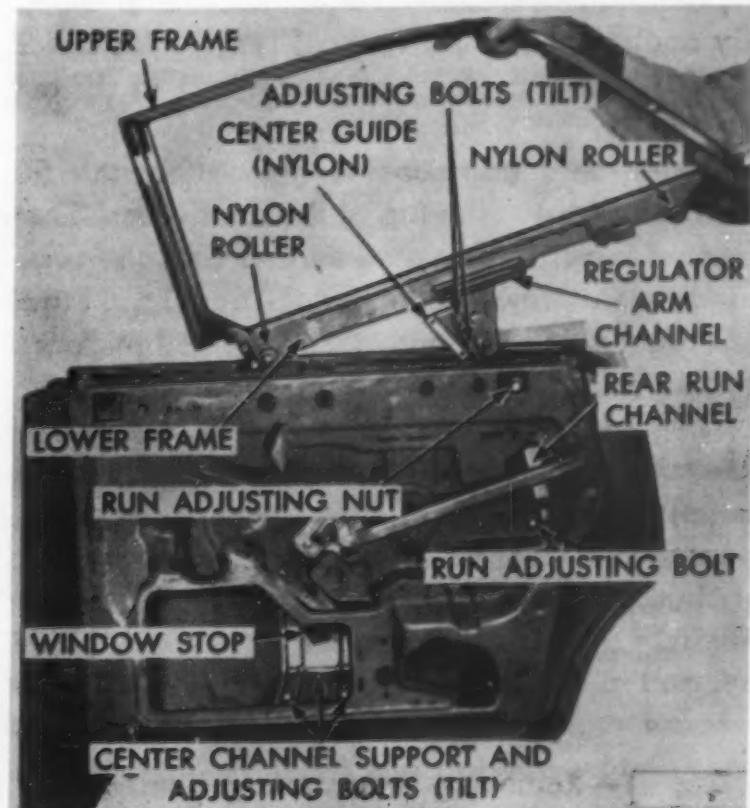




Fig. 4—Removing or installing quarter window on two-door hardtop: A—front channel attaching screws. Adjust attaching screws to move channel up or down. B—upper stop bolt. C—quarter window upper stop. Adjust screw to limit forward travel of glass. D—center channel support bracket. Adjust screws to tilt quarter window in or out. E—window stop (lower).

good seal has been obtained with roof weatherseal, then tighten upper stop securely. Do not force window against seal.

After window has been adjusted and positioned, continue to assemble the door as follows:

9.—Install the arm rest support bracket and weatherproof plastic on door panel.

10.—Install springs over regulator shafts with large diameter toward trim panel. Install trim panel and arm rest.

11.—Slide the garnish molding into position, with the lip over the edge of the inner panel. Install screws and tighten securely. Reconnect the power window and control switch, if so equipped.

12.—Slide protector washers over regulator and remote handle shafts, then install handles. Slide remote lock control lever over shaft and tighten set screw securely.

Removing or installing the rear door window regulator:

Should it become necessary to remove the hardtop rear door window regulator because of damage or wear, refer to Fig. 1, then follow steps 1, 2, 3 and 4 as described in "removing or installing the rear door window;" then proceed as follows:

1.—Remove the bolt that holds

the window lower stop to the center run support. Lower window and disengage regulator arm from channel in lower window frame.

2.—Remove the 5/16" bolts that attach the window regulator to the inner panel.

3.—Raise window enough to clear regulator and brace with a wood block.

4.—Now slide window regulator shaft out of door panel, then lower regulator down and remove through access hole in door panel. (If vehicle is equipped with power windows, disconnect motor leads.)

When installing new window regulator coat all moving parts with Lubriplate, then slide up into position in door. Install attaching bolts and tighten securely.

Continue to reassemble door as follows:

5.—Raise the window and remove the support block. Lower window and engage regulator arm

and the nylon roller on the lower frame with the front run channel.

6.—With the window partially raised, install lower stop and readjust as described previously.

7.—Continue to assemble door by following steps 9, 10, 11 and 12 of assembly.

Removing or installing the rear door remote control, lock and latch:

Should it become necessary to remove the rear door remote control and latch, for repair or installation of new parts, refer to Fig. 1, then proceed as follows:

1.—Disassemble the door, as described in steps 1, 2, 3 and 4 of "Removing or Installing the Rear Door Window." Remove the lower window stop, then lower window and allow to settle on bottom of door.

2.—Remove the outer door handle attaching nuts and disengage from door.

3.—Remove the 2 5/16" bolts that attach the remote door lock control to the inner panel. Disengage control and remote rod from inner panel.

4.—Remove the two screws that attach the remote latch control to the inner panel.

5.—Remove the screws that attach the door latch to the door, then slide latch into door. Raise window sufficiently to clear latch mechanism. Disengage remote rods from latch and slide out of door panel. Remove latch.

When installing remote controls and latch, be sure and coat all moving parts with a generous amount of Lubriplate. Then reassemble, using reverse disassembly procedure.

Removing and installing the quarter window (two-door hardtop):

Should it become necessary to remove the quarter window on the two-door hardtop, refer to Fig. 4, then proceed as follows:

1.—Remove the arm rest, seat cushion and seat back.

2.—Remove the regulator handle with tool C-3448, or if equipped with power windows, disconnect switch.

October: Keeping Hoods in Line

A poorly-fitting hood may cause some drivers to claim they're going cross-eyed. If you'd like to learn more about keeping the hoods in line, read here next month.

3.—Remove the screws that attach the garnish molding. Lift molding up and away from window.

4.—Carefully remove the quarter trim panel. Now remove the window lower stop. Position the window about half-way down and remove the bolts and nuts that attach the front run channel. Disengage upper stud from opening in panel and nylon roller on window frame. Slide front run down and out of panel.

5.—Lower the window and disengage regulator arm. Now, using a screwdriver, remove the outer panel weatherstrip (held by clips). Remove the window upper stop (one-half on window and half on quarter panel).

6.—Remove the lower attaching screw that holds the center run to the support, push run forward, then lift window up at the front and out of quarter panel. Disengage rear of window from plastic run, then slide window out of quarter panel.

Check the condition of the nylon rollers and center guide. Install new parts as required. Install new window glass if required.

Installing Quarter Window

To install quarter window refer to Fig. 4, then proceed as follows:

1.—Raise the window regulator approximately one-half way.

2.—Slide the rear end of window into panel, engaging guide pins in plastic guide. Push back as far as possible, then lower front end of window into panel and down.

3.—Lower the window all the way down and engage the regulator arm. Now raise the window slightly and install the front run channel in the opening, engaging the nylon roller. Slide up into position. Install attaching nuts and snug down.

4.—Push the center channel over and engage the window center guide. Install screw and tighten securely.

5.—Raise the window one-half way and install the window lower stop.

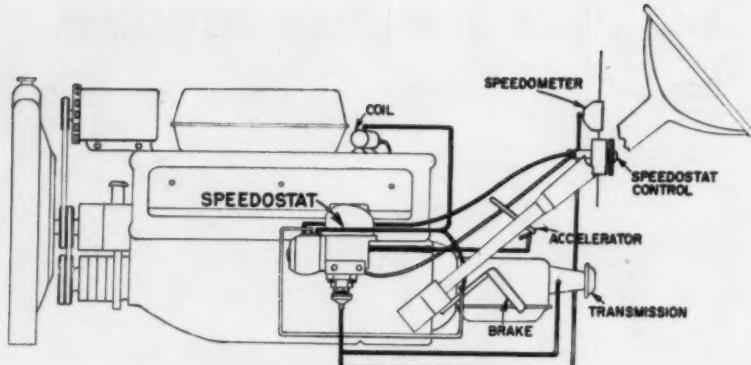
6.—Install half the upper stop on the window frame. Install the remaining half of the upper stop on the body.

7.—Lower the window to the bottom, then install the outer panel weatherstrip by snapping into position. Raise and lower the window several times to be sure window slides freely.

(Continued on page 98)

EDSEL CAR AND STATION WAGON SPECIFICATIONS

<u>Series</u>		<u>Whistle</u>	<u>Length, with Bumper Guards</u>	<u>Height</u>	<u>Width</u>
Ranger	Two-door sedan	118"	213.1"	56.4"	78.8"
	Two-door hardtop				
	Four-door sedan				
	Four-door hardtop				
Pacer	Two-door hardtop	118"	213.1"	56.4"	78.8"
	Four-door sedan				
	Four-door hardtop				
	Convertible				
Corsair	Two-door hardtop	124"	218.8"	56.8"	79.8"
	Four-door hardtop				
	Two-door hardtop	124"	218.8"	56.8"	79.8"
	Four-door hardtop				
Citation	Convertible				
	Two-door hardtop	116"	205.4"	58.8"	77.1"
	Four-door 6-pass.				
	Four-door 9-pass.				
Engine Specifications					
Type	90° — V-8				
Displacement	361 cu. in.				
Horsepower	303				
Torque	400 foot pounds				
Bore and stroke	4.05 x 3.50				
Compression ratio	10.5:1				
Firing order	1-5-4-2-6-3-7-8				
Combustion chambers	Angle wedge				
Crankshaft:					
Type	Precision molded				
Material	Pearlitic alloy iron				
Number of bearings	5				
End thrust taken by Camshaft:	#3 main bearing				
Lubrication System:					
Main bearings	Pressure				
Connection rods	Pressure				
Camshaft bearings	Pressure				
Cylinder walls	Pressure stream				
Piston pins	Oil mist				
Timing gear or chain	Spray				
Fuel System:					
Fuel pump	Mechanical				
Carburetor	Downdraft 4-venturi				
Choke type	Integral				
Air cleaner type	Dry replaceable element				
Fuel capacity	20 gallons				
Electrical system	12-volt				
Battery cells and plates	6 and 66, Std. & O.D. 6 and 78 with Auto. Trans.				
Distributor drive					
Spark advance	Mechanical				
Timing mark location	Downdraft 4-venturi				
Spark plugs	Integral				
Rear Axles					
Type	<u>Ranger-Pacer</u>				
Final drive gear	Semi-floating				
Ratios:	Hypoid				
Standard transmission	3.56				
Standard - economy	—				
Standard - performance	3.70				
Overdrive	3.70				
Overdrive - economy	3.56				
Automatic transmission	2.91				
Automatic - economy	—				
Automatic - performance	3.22				
Brakes:					
Type	Bendix Duo-Servo with automatic brake adjuster				
Size, front	11 x 2.5	11 x 3		11 x 2.5	
Size, rear	11 x 2	11 x 2		11 x 2	
Brake lining area (sq. in.)	191.50	212.80		191.50	
Brake pedal travel	6.5	5.75		6.5	
Brake pedal ratio	5.48:1	5.65:1		5.48:1	
Over-all pedal ratio	23.5:1	24.2:1		23.5:1	
Parking brake type	Bingham foot-operated	Same		Same	



This schematic drawing shows how Speedostat is connected to a car.

New Speed Control

A SPEED control device for all types of motor vehicles, which operates on a different mechanical principle from existing speed control mechanisms, was unveiled by the Perfect Circle Corp. at Hagerstown, Ind., last month.

A result of 13 years of experimentation, research and development, the Speedostat was designed by Ralph R. Teetor, long-time inventor and recently retired president of Perfect Circle and built by him originally in a home workshop. It will be produced in quantity by the corporation and will be optional equipment on several models of the 1958 automobiles soon to be introduced.

According to its designer, the general effect of the device will be to make driving safer, easier and more economical. By means of a dial on the dashboard or steering column, the driver can select any cruising speed he wishes. When the car has attained this pre-selected speed a warning back-pressure develops on the accelerator. In event of an emergency requiring an increase in speed, the back-pressure on the accelerator pedal can be easily over-ridden. When the need for extra speed has passed, the driver can relax on the added foot pressure and the car will return to the pre-set speed.

For longer cruising at sustained speeds, the device includes a feature by which the pace may be maintained automatically at any desired speed. The Speedostat will maintain the pre-selected speed up hill or down without variation. A touch of the brake pedal releases

the "hold speed" feature.

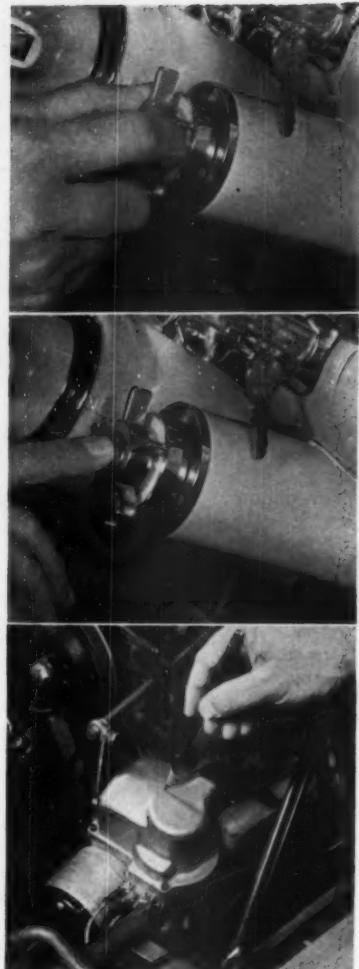
Manufacturing plans call for volume production to begin on Oct. 1, at a special plant which has been built at the company's headquarters in Hagerstown and is now being tooled up to meet the expected demand. Several automobile manufacturers have indicated they will offer the device as optional equipment on 1958 models.

As a speed reminder, the Speedostat prevents a driver from exceeding his desired speed except with conscious effort. The speed selector, a rotary wing-type lever placed within reach on the dashboard or steering column, can be set to posted speed limits in restricted areas or at self-imposed limits dictated by road conditions.

As an automobile accelerates to a pre-set speed, a "live" back pressure, rather than "dead" resistance, develops under the gas pedal. The driver feels the pedal being pushed back against his foot. If a hill tends to retard the car, back pressure recedes, allowing the accelerator to be depressed sufficiently to maintain the set speed.

An automatic feature was incorporated to make possible a constant cruising speed on modern highways and turnpikes aimed at greater driving ease and fuel economies. It works like this: Once the pre-set speed has been reached, the driver pushes a button recessed in the speed selector. At that moment, the Speedostat takes over the throttle control and the driver can remove his foot from the gas pedal.

This pre-selected cruising speed



Top photo: The selector dial activates the Speedostat. A motorist chooses his speed on this dial. When his automobile reaches the selected speed, a warning back-pressure develops on his gas pedal. Center: By pushing this button, which is located in the center of the Speedostat selector dial, the Speedostat takes over throttle control of an automobile. The motorist can take his foot off the accelerator and the Speedostat keeps his car moving at the pre-selected speed up hill and down as well as on level stretches. This automatic feature was designed to make long drives on turnpikes and super-highways easier and more economical. A touch of the brake immediately cuts off automatic operation of Speedostat. Above: Speedostat is located under the hood to left of motor. It is driven by the transmission and brought into action by the variable speed selector located on the dashboard or steering column.

is automatically maintained up hill and down as well as on level stretches of road. If additional
(Continued on page 125)

SMART NEW SALES IDEA:



You'll attract more prospects and they'll stay around longer if your lot looks cool and inviting. Cars standing in sizzling sun suggest to prospects

that you're neglecting your stock. Read how Childers Continental Carports can give your cars smart-looking, low-cost protection.

If your sun-baked lot drives prospects away . . .

Put Your Cars In The Shade—Invite More Prospects To Stop And Deal

Low-cost, streamlined, easily-moved Childers Carports keep cars looking cool, comfortable, shiny, well-kept . . . pay for themselves in protected finish, saved labor:

Rows and rows of baking automobiles in a blinding glare of sun—that's a sight to frighten off the most determined prospect. It's a sight to send him scurrying off to a lot where the finish of the car he wants to buy has been *protected* by a Childers Continental Carport.

Prospects find shade inviting. They don't like to linger in the scalding sun—even to look at cars they want. In the shade they're far more likely to stop and talk and make a deal.

A hot seat discourages a prospect from climbing into a car and fiddling with gadgets—one of the surest signs of genuine interest. You can keep your cars comfortably cool all day long with Childers Carports.

You save many hours of labor, polishing and repolishing cars on display, if you have Childers Carports to help keep off dust and water spots. Savings in labor costs will more than pay for the carports.

An attention-getting structure, a streamlined Childers Multiple Carport itself makes people stop.

It's easy to move to a new location with Childers Carports. Unlike custom-made wooden structures that break up if you try to move them, Childers pre-fabricated, all-steel carports can be quickly disassembled, quickly set up again.

You can save as much as 35%, contrasted to the price of locally hand-made carports, because Childers Carports are manufactured on a production line. And they have the style and design that add to your car display rather than detract.

Don't lose good prospects to your competitor down the street just because his car display is more attractive and inspires more confidence than yours. Act now to make your lot the most inviting, modern-looking automobile display in town.

Service is quick when you deal with Childers. You can have your own Childers Carports with showroom glamour in a matter of days. Find out, with no obligation, how little it will cost you to have the most eye-catching display in town. Use coupon at right.



Night "show window!" At night, a Childers Continental Carport can make a lighted "display" window—attracts customers at a time when families can best shop together.

MAIL THIS COUPON TODAY!

Childers Manufacturing Co., Dept. JA957
3620 W. 11th Street
Houston 8, Texas

SURE . . . we're interested in any idea that will bring us more car prospects. Tell us how little it will cost to provide Childers Carports for our outdoor display.

No. of cars on display _____

Co. Name _____

Your Name & Title _____

Address _____

City _____ State _____

NOTE: Check here if you would like to pay for your carports while they earn profits for you. We'll finance up to 36 months.

1957 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	ENGINE						FLUID CAPACITIES						WHEEL ALIGNMENT				
	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Max. Rated H. P. at R. P. M.	Transit H. P.	Max. Rated H. P. at R. P. M.	Plain Displacement (Cu. In.)	Standard Compression Ratio	Crankcase Cap. (Quarts)	Transmission (Std.) (Pds.)	Transmission (Alt.) (Pds.)	Rear Axle	Fuel Tank (Gals.)	Cooling System (Ib. Water) (Quarts)	Castor (Degrees)	Camber (Degrees)	Tee-In (In.)
BUICK Special 40.....	122	V8I	4.125 x 3.4	51.45	250@4400	364	9.5-1	5	2.5	N	11	5	20	19.5	1 to 1/2	+1/2	1/2 to 1/2
BUICK Century 60.....	122	V8I	4.125 x 3.4	51.45	300@4600	364	10-1	5	2.5	N	11	6	20	16.5	1 to 1/2	+1/2	1/2 to 1/2
BUICK Super 60 and Roadmaster 70.....	127 1/2	V8I	4.125 x 3.6	51.45	300@4600	364	10-1	5	2.5	N	11	6	20	16.5	1 to 1/2	+1/2	1/2 to 1/2
CADILLAC Sedan, Sedan DeVille, Coupe, Coupe DeVille, Coupe Conv., Eldorado Conv., and Coupe.....	129 1/2	V8I	4 x 3.625	51.2	300@4800	365	10-1	5	2.5	N	11	5	20	19.5	-1/2 to +1/2	+1/2	1/2 to 1/2
CADILLAC Eldorado Sedan.....	133	V8I	4 x 3.625	51.2	300@4800	365	10-1	5	2.5	N	11	5	20	19.5	-1/2 to +1/2	+1/2	1/2 to 1/2
CADILLAC Sedan Imp.....	140 1/2	V8I	4 x 3.625	51.2	300@4800	365	10-1	5	2.5	N	11	5	20	19.5	-1/2 to +1/2	+1/2	1/2 to 1/2
CHEVROLET One-Fifty, Two-Ten and Bel Air.....	115	V8I	3.75 x 3	45	A	265	8-1	5	2	22	4	16	16	+1/2 to 1 1/2	0 to 1	1/2 to 1/2	
CHEVROLET Corvette.....	102	V8I	3.875 x 3	45	220@4800	233	9.5-1	5	2	22	4	16	16	0 to 1	0 to 1	1/2 to 1/2	
CHRYSLER Windsor.....	126	V8I	3.94 x 3.63	49.7	258@4600	354	9.25-1	5	2.75	18	3.5	23	21	B	C	1/2 to 1/2	
CHRYSLER Saratoga.....	126	V8I	4 x 3.90	49.7	295@4600	354	9.25-1	5	2.75	18	3.5	23	21	+1/2 to 1/2	C	1/2 to 1/2	
CHRYSLER New Yorker.....	126	V8I	4 x 3.90	51.2	295@4600	392	9.25-1	5	2.75	21	3.5	23	24	+1/2 to 1/2	C	1/2 to 1/2	
CHRYSLER 300C.....	126	V8I	4 x 3.90	51.2	375@5200	392	9.25-1	5	2.75	21	3.5	23	24	B	C	1/2 to 1/2	
CHRYSLER Imp. Crown and LeBaron.....	129	V8I	4 x 3.90	51.2	325@4600	392	9.25-1	5	2.75	21	3.5	23	24	B	C	1/2 to 1/2	
CONTINENTAL.....	126	V8I	4 x 3.66	51.2	NA	368	10-1	5	N	22.6	4	25	23	3/4 to 1 1/4	0 to 1 1/2	3/4 to 1/2	
DESOTO Fireflite.....	122	V8I	3.69 x 3.80	42.2	245@4400	325	8.5-1	5	2.75	D	3.5	20	20	B	E	1/2 to 1/2	
DESOTO Firedome.....	126	V8I	3.75 x 3.80	45.7	270@4600	341	9.25-1	5	2.75	D	3.5	23	20	B	E	1/2 to 1/2	
DESOTO Fireline.....	126	V8I	2.75 x 3.80	45.7	295@4600	341	9.25-1	5	N	D	3.5	23	20	B	E	1/2 to 1/2	
DODGE Coronet 8.....	122	6L	3.25 x 4.63	25.4	138@4000	230	8-1	5	2.75	20	3.25	20	13	B	C	1/2 to 1/2	
DODGE Coronet 8.....	122	V8I	3.69 x 3.80	43.3	245@4400	325	8.5-1	5	2.75	F	3.5	20	20	B	C	1/2 to 1/2	
DODGE Royal and Custom Royal.....	122	V8I	3.69 x 3.80	43.3	260@4400	325	8.5-1	5	2.75	F	3.5	20	20	B	C	1/2 to 1/2	
FORD 5 Custom and Custom 300.....	116	6L	3.62 x 3.60	31.54	144	223	8.6-1	4	3.25	21.5	4.5	20	15	1/2 to 1/2	G	1/2 to 1/2	
FORD 6 Fairlane and Fairlane 500.....	118	6L	3.62 x 2.69	31.54	144	223	8.6-1	4	3.25	21.5	4.5	20	15	1/2 to 1/2	G	1/2 to 1/2	
FORD 8 Custom and Custom 300.....	116	V8I	3.75 x 3.30	42.5	190	272	8.6-1	5	3.25	21.5	4.5	20	19	1/2 to 1/2	G	1/2 to 1/2	
FORD 8 Fairlane and Fairlane 500.....	118	V8I	3.75 x 3.30	45	245	290	8.6-1	5	3.25	21.5	4.5	20	19	1/2 to 1/2	G	1/2 to 1/2	
FORD Thunderbird.....	102	V8I	3.75 x 3.30	45	212	292	9.1-1	5	3.25	21.5	3.8	20	20	1/2 to 1/2	H	1/2 to 1/2	
FORD Thunderbird Special.....	102	V8I	3.80 x 3.44	46.21	245	312	9.7-1	5	3.25	21.5	3.8	20	20	1/2 to 1/2	H	1/2 to 1/2	
HUDSON Hornet.....	121 1/2	V8I	4 x 3 1/4	51.2	255@4700	327	9-1	5	4	23	4	20	19	0 to 1/2	+1/2	1/2 to 1/2	
LINCOLN Capri and Premiere.....	126	V8I	4 x 3.66	51.2	300@4800	368	10.1-1	5	N	22 1/2	4	20	23	0 to 1/2	0 to 1/2	1/2 to 1/2	
MERCURY Monterey and Montclair Std.	122	V8I	3.80 x 3.44	46.21	255	312	9.7-1	5	3.25	21	5	20	20	0 to 1/2	0 to 1/2	1/2 to 1/2	
MERCURY Monterey and Montclair Spec.....	122	V8I	4 x 3.66	51.2	290	368	9.7-1	5	3.25	21	5	20	23	0 to 1/2	0 to 1/2	1/2 to 1/2	
NASH Ambassador.....	121 1/2	V8I	4 x 3 1/4	51.2	255@4700	327	9-1	5	4	23	6	20	19	0 to 1/2	+1/2	1/2 to 1/2	
NASH-HUDSON Metropolitan.....	85	V8I	2.75 x 3 1/4	13.22	52@4300	90.59	7.2-1	4	5.5	N	2	10.5	7	2 to 3	1/2 to 1 1/2	1/2 to 1/2	
OLDSMOBILE 88 and Super 88.....	122	V8I	4 x 3 1/4	51	277@4400	370.71	9.25-1	5	2.5	22	5 1/4	20	20	0 to 1/2	+1/2	1/2 to 1/2	
OLDSMOBILE 88.....	126	V8I	4 x 3 1/4	51	277@4400	370.71	9.25-1	5	2.5	22	5 1/4	20	20	0 to 1/2	+1/2	1/2 to 1/2	
PACKARD Town Sedan.....	120 1/2	V8I	3 3/4 x 3 3/4	40.6	275@4800 ^a	280	7.5-1	5	N	19	3	18	17	-1 to -2 1/2	0 to 1	1/2 to 1/2	
PACKARD Country Sedan.....	116 1/2	V8I	3 3/4 x 3 3/4	40.6	275@4800 ^a	280	7.5-1	5	N	19	3	18	17	-1 to -2 1/2	0 to 1	1/2 to 1/2	
PLYMOUTH Plaza, Savoy and Belvedere 6.....	118	6L	3.25 x 4.63	25.4	132@3600	230	8-1	5	2.75	20	3 1/4	20	13	0 to 1/2	K	1/2 to 1/2	
PLYMOUTH Plaza 8.....	118	V8I	3.75 x 3.13	45	197@4400	277	8.5-1	5	2.75	20	3 1/4	20	13	0 to 1/2	K	1/2 to 1/2	
PLYMOUTH Savoy and Belvedere 8.....	118	V8I	3.91 x 3.13	45.9	215@4400	301	8.5-1	5	2.75	20	3 1/4	20	13	0 to 1/2	K	1/2 to 1/2	
PLYMOUTH Fury.....	115	V8I	3.91 x 3.31	49	290@4400	318	9.25-1	5	2.75	20	3 1/4	17	20	-2 to 0	1/2 to 1 1/2	1/2 to 1/2	
PONTIAC Chieftain.....	122	V8I	3.94 x 3.66	49.6	227@4600	347	8.5-1	5	2.5	18.4	5	20	21.7	1 to 1/2	+1/2	1/2 to 1/2	
PONTIAC Super Chief.....	122	V8I	3.94 x 2.56	49.6	252	347	8.5-1	5	2.5	18.4	5	20	21.7	1 to 1/2	+1/2	1/2 to 1/2	
PONTIAC Star Chief.....	124	V8I	3.94 x 3.56	49.6	252	347	8.5-1	5	2.5	18.4	5	20	21.7	1 to 1/2	+1/2	1/2 to 1/2	
RAMBLER 6.....	108	6L	3 1/4 x 4 1/4	23.44	135@4200	195.6	8.25-1	4	2.25	17	3	20	10	0 to 1/2	±1/2	1/2 to 1/2	
RAMBLER 8.....	108	V8I	3 1/4 x 3 3/4	39.3	190@4900	250	8-1	5	4	23	4	20	20	0 to 1/2	±1/2	1/2 to 1/2	
STUDEBAKER Golden Hawk.....	120 1/2	V8I	3 1/4 x 3 3/4	40.6	275@4500	259	7.5-1	5	3.7	18	3	18	17	-1 to -2 1/2	0 to 1	1/2 to 1/2	
STUDEBAKER President.....	116 1/2	V8I	3 1/4 x 3 3/4	40.6	210@4500	259	8.2-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to 1	1/2 to 1/2	
STUDEBAKER Classic.....	120	V8I	3 1/4 x 3 3/4	40.6	210@4500	259	8.2-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to 1	1/2 to 1/2	
STUDEBAKER Silver Hawk.....	120	V8I	3 1/4 x 2 1/2	40.6	225@4500	259	8.2-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to 1	1/2 to 1/2	
STUDEBAKER Brougham.....	118 1/2	V8I	3 1/4 x 3 3/4	40.6	225@4500	259	8.2-1	5	2.4	18	3	18	17	-1 to -2 1/2	0 to 1	1/2 to 1/2	
STUDEBAKER Commander Provincial and Parkview.....	116 1/2	V8I	3 1/4 x 3 1/4	40.6	180@4500	259	8.3-1	5	2.4	18	2	18	17	-1 to -2 1/2	0 to 1	1/2 to 1/2	
STUDEBAKER Champion and Pefham.....	116 1/2	6L	3 x 4 1/2	21.5	101@4000	185.6	7.8-1	5	1.6	18	2.5	18	11	-1 to -2 1/2	0 to 1	1/2 to 1/2	
STUDEBAKER Silver Hawk.....	120 1/2	6L	3 x 4 1/2	21.5	101@4000	185.6	7.8-1	5	1.6	18	2.5	18	11	-1 to -2 1/2	0 to 1	1/2 to 1/2	

ABBREVIATIONS

1—2 manual steering, 0° power steering.
 2—Loft +1/2° and right 0° preferred.
 3—With supercharger.
 A—Ranges from 140 to 263 optional in V8.
 B—Manual steering —3/4° ± 1/2°; power steering +3/4° ± 1/2°.
 C—Loft +1/2°; right 0°.
 D—Powerlift 20, TorqueFlite 17.

J—V-8 4 quarts, 6-cylinder engines 5 quarts.

K—Right 3/4°, left 0°.

L—L-head.

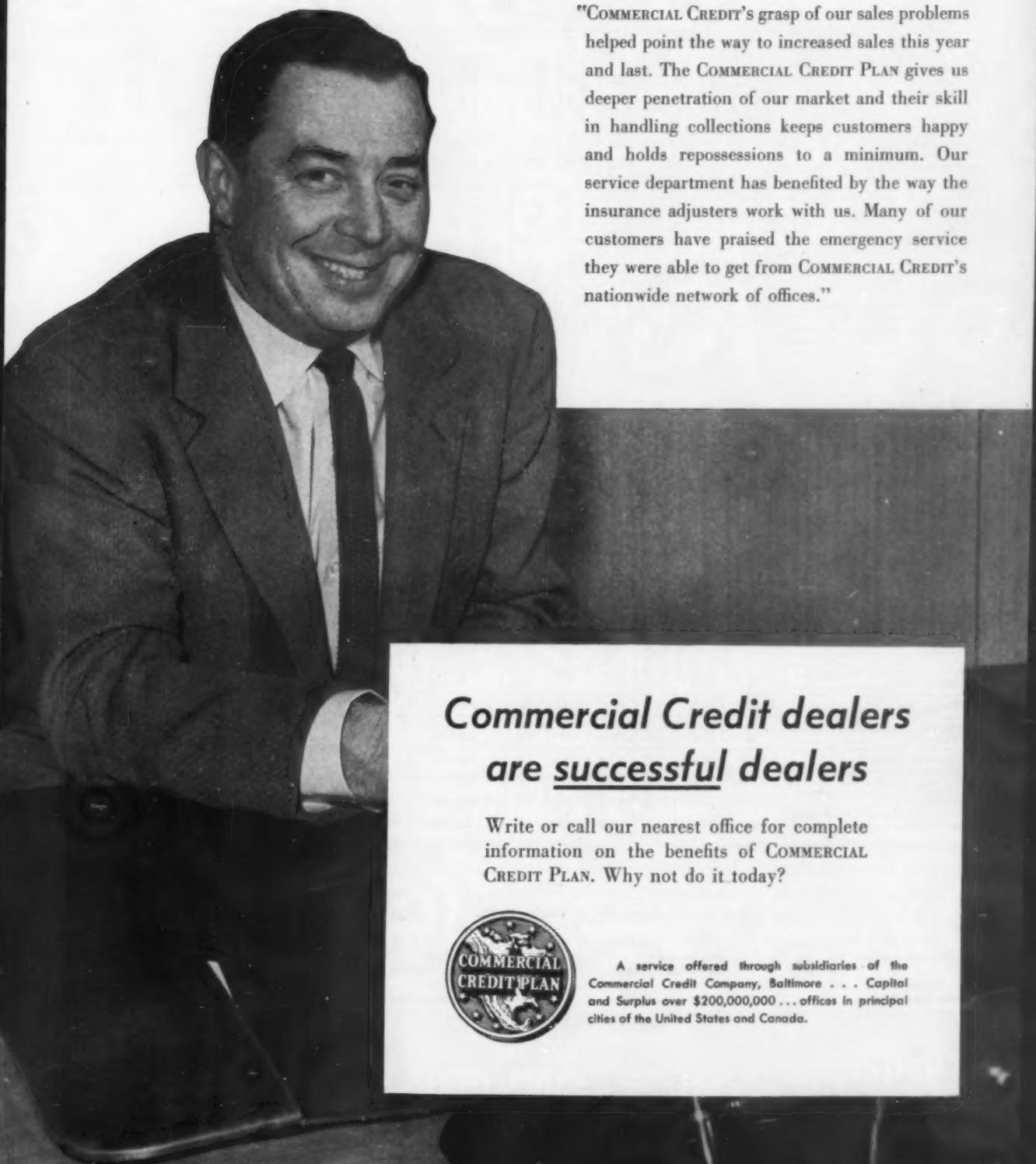
N—None.

NA—Not announced.

P—if power steering, 1/2° to 1°.

"...helped point the way to increased sales"

says **GEO. P. MALONEY,**
Plymouth dealer, Canton, Ohio



"COMMERCIAL CREDIT's grasp of our sales problems helped point the way to increased sales this year and last. The COMMERCIAL CREDIT PLAN gives us deeper penetration of our market and their skill in handling collections keeps customers happy and holds repossession to a minimum. Our service department has benefited by the way the insurance adjusters work with us. Many of our customers have praised the emergency service they were able to get from COMMERCIAL CREDIT's nationwide network of offices."

Commercial Credit dealers are successful dealers

Write or call our nearest office for complete information on the benefits of COMMERCIAL CREDIT PLAN. Why not do it today?



A service offered through subsidiaries of the Commercial Credit Company, Baltimore . . . Capital and Surplus over \$200,000,000 . . . offices in principal cities of the United States and Canada.

1957 PASSENGER-CAR SPECIFICATIONS

MAKE AND MODEL	ELECTRICAL TUNE-UP								Cyl. & Tor. Grd.	FUEL SYSTEM		VALVES		
	Breaker Gap (.00)	Cam Angle (degrees)	Contact Arm Spring Tension (oz.)	Ignition Timing	Spark Plug Gap (.00)	Timing Mark Location	Spark Advance Max. Centrif.	Spark Advance Max. Vac.		Carb. Mfr.	Fuel Pressure (lbs.)	Tappet Clearance Intake (.00)	Tappet Clearance Exhaust (.00)	Intake Valve Open b or side
BUICK Special 40.....	12 1/2-17 1/2	30	19-23	5°btcs	30-35	VD	12-14@1875	9-10 1/2@14°	N70	Ca St	6 1/2	Au	Au	25°btcs
BUICK Century 60, Super 50 and Roadmaster 70.....	12 1/2-17 1/2	30	19-23	5°btcs	30-35	VD	12-14@1875	9-10 1/2@14°	N70	Ca RP	6 1/2	Au	Au	34°btcs
CADILLAC.....	16	31	19-23	5°btcs	35	VD	22@4140	13 1/2@15 1/2°	N70	Ca RP	8 1/2-9 1/2	Au	Au	36°btcs
CHEVROLET One-Fifty.....	16-21	28-32	19-23	4°btcs	33-38	VD	18@1000	11 @12 1/2°	N53	RP	4 1/2-5 1/2	Au	Au	18°btcs
CHEVROLET Two-Ten.....	16-21	28-32	19-23	4°btcs	33-38	VD	18@1000	11 @12 1/2°	N53	RP	4 1/2-5 1/2	Au	Au	18°btcs
CHEVROLET Bel Air.....	16-21	28-32	19-23	4°btcs	33-38	VD	18@1000	11 @12 1/2°	N53	RP	4 1/2-5 1/2	Au	Au	12 1/2°btcs
CHEVROLET Corvette.....	18	29	19-23	4°btcs	33-38	VD	20@1850	None	N53	Ca RP	4 1/2-5 1/2	Au	Au	12 1/2°btcs
CHRYSLER Windsor.....	15-18	29-32	17-20	6°btcs	35	VD	12-14@2050	9 1/2@16°	N60	BB	6-7	Au	Au	13°btcs
CHRYSLER Saratoga.....	15-18	29-32	17-20	6°btcs	35	VD	12-14@2050	9 1/2@16°	N60	Ca	6-7	Au	Au	13°btcs
CHRYSLER New Yorker.....	15-18	29-32	17-20	6°btcs	35	VD	9-11@2250	10-12@15°	N70	Ca	6-7	Au	Au	15°btcs
CHRYSLER 300.....	15-18	29-32	17-20	6°btcs	35	VD	9-11@2250	10-12@15°	N70	Ca	6-7	15	24	35°btcs
CHRYSLER Imp., Crown and LeBaron.....	15-18	29-32	17-20	6°btcs	35	VD	9-11@2250	10-12@15°	N70	Ca	6-7	Au	Au	15°btcs
CONTINENTAL.....	14-16	28-28 1/2	17-20	5°btcs	32-36	VD	14@2000	90 @13°	N65	Ca	4 1/2-5 1/2	Au	Au	18°btcs
DeSOTO Fireflame.....	17	29-32	17-20	6°btcs	35	VD	7 1/2-9 1/2@1700	8 1/2-10 1/2@18°	N50	St	6-7	Au	Au	10°btcs
DeSOTO Firedome.....	17	29-32	17-20	6°btcs	35	VD	9-11@1700	14-16@18°	N60	BB	6-7	Au	Au	15°btcs
DeSOTO Fireline.....	17	29-32	17-20	6°btcs	35	VD	8-10@2300	14-16@18°	N60	Ca	6-7	Au	Au	15°btcs
DODGE Coronet 6.....	17	39	17-20	tde	35	VD	7 1/2-9 1/2@1800	8 1/2-10 1/2@18°	N50	St	6-7	10	14	12°btcs
DODGE Coronet 8 and Royal.....	17	39	17-20	6°btcs	35	CaP	7 1/2-9 1/2@1700	12-14@18°	N53	St	6-7	Au	Au	12°btcs
DODGE Custom Royal.....	17	39	17-20	4°btcs	35	CaP	7-9@850	12-14@18°	N53	Ca	6-7	Au	Au	12°btcs
FORD 6 Custom and Fairlane.....	24-26	35-38	17-20	4°btcs	32-36	VD	None	12-13 1/2@4 1/2°	N55	Ho	4-5	19	19	17°btcs
FORD Thunderbird and Special.....	14-15	26-28 1/2	17-20	3°btcs	32-36	VD	35@4000	22@18°	N55	Ford	4-5	19	19	18°btcs
FORD 8 Custom and Fairlane.....	24-26	35-38	17-20	4°btcs	32-36	VD	35@4000	22@18°	N55	Ho	4-5	19	19	18°btcs
HUDSON Hornet.....	16	26-33	19-23	5°btcs	35	VD	19@1900	11@14°	N60	Ca	4-5 1/2	Au	Au	12 1/2°btcs
LINCOLN Capri and Premiere.....	14-16	26-28 1/2	17-20	5°btcs	32-36	VD	27@4000	11@16°	N70	Ca	4 1/2-5 1/2	Au	Au	18°btcs
MERCURY Monterey & Montclair (std.).....	14-16	26-28 1/2	17-20	3°btcs	32-36	VD	25 1/2@4000	24@15°	N55	Ca-Ho	4-5	19	19	18°btcs
MERCURY Monterey & Montclair (spec).....	14-16	26-28 1/2	17-20	3°btcs	32-36	VD	25 1/2@4000	24@15°	N55	Ca	4 1/2-5 1/2	Au	Au	18°btcs
NASH Ambassador.....	16	26-33	19-23	5°btcs	35	VD	19@1900	11@14°	N60	Ca	4-5 1/2	Au	Au	12 1/2°btcs
NASH-HUDSON Metropolitan.....	12-16	60	20-24	11°btcs	23-25	CaP	7@1700	12@16°	P51	Z	1 1/2-2 1/2	15	15	5°btcs
OLDSMOBILE 88 and 98.....	16	26-33	19-23	5°btcs	30	CaP	26@4400	23@17°	N70	RP	5-6	Au	Au	13 1/2°btcs
PACKARD Town Sedan and Country Sedan.....	13-18	28-34	19-23	4°btcs	33-38	VD	12@1125	8@12°	N50	St	6-7	23-25	23-25	11°btcs
PLYMOUTH Plaza, Savoy and Belvedere 6.....	20	39	17-20	tde	35	VD	9 1/2@1800	10 1/2@16°	N50	BB	4-6	10	10	12 1/2°btcs
PLYMOUTH Plaza P31.....	17	28-32	17-20	4°btcs	33	CaP	16@2150	13 1/2@15°	N50	BB-St	6-7	8	18	8°btcs
PLYMOUTH Savoy and Belvedere 8.....	17	28-32	17-20	8°btcs	33	CaP	10 1/2@2200	14@18°	N50	BB-St	6-7	8	18	8°btcs
PLYMOUTH Fury.....	17	38-39	17-20	4°btcs	33	VD	9@1000	11 1/2@15°	N50	Ca	6-7	10	18	17°btcs
PONTIAC.....	16	28-32	19-23	6°btcs	33-38	VD	13@2100	11@15°	N60	RP	4-5	Au	Au	22°btcs
RAMBLER I.....	16	28-35	19-23	tde	35	VD	14@1600	8@16 1/2°	N45	Ca	4-5 1/2	12	18	12 1/2°btcs
RAMBLER II.....	16	30-33	19-23	5°btcs	35	VD	20@1700	13@15°	N50	Ca	4-5 1/2	12	14	12 1/2°btcs
STUDEBAKER Golden Hawk.....	13-18	28-34	19-23	4°btcs	33-38	VD	12@1125	8@11°	N50	St	6-7	23	23	11°btcs
STUDEBAKER President, Classic, Silver Hawk and Broadmoor.....	13-18	28-34	19-23	4°btcs	33-38	VD	12@1125	8@11°	N50	Ca-St	3 1/2-5 1/2	23	25	11°btcs
STUDEBAKER Commander, Parkview and Provincial.....	13-18	28-34	19-23	4°btcs	33-38	VD	12@1100	8@11°	N50	St	3 1/2-5 1/2	23	25	11°btcs
STUDEBAKER Champion, Silver Hawk 8 and Pelham.....	20	38-40	17-20	2°btcs	28-33	VD	7@1400	9@12°	N60	Ca	3 1/2-5 1/2	18	18	15°btcs

ABBREVIATIONS

—Mechanical tappets: Int. .012, Exh. .018
 Au—Automatic.
 —Au. trans. 5°btcs
 —Optional camshaft (used with mechanical tappets), 35°btcs

BB—Bal. and Bal.
 btcs—Before top center.
 Ca—Carrier.
 CaP—Crankshaft pulley.
 Ho—Holley.

N—Negative.
 NA—Not announced.
 P—Positive.
 RP—Rochester Products.

St—Stromberg.
 tdc—Top dead center.
 VD—Vibration damper.
 Z—Zenith, Ltd.



Settling like this
can cause pinholing

"Duco" Primer-Surfacer avoids
settling, avoids pinholing.

Primer-Surfacer "stick test" shows how to protect against pinholing

FAST-DRYING
EASY-SANDING
MONEY-SAVING

To insure economical, trouble-free jobs, test your primer-surfacer for settling. Even after it's left standing, High Speed Duco® Primer-Surfacer that has been properly reduced 2 to 1 does not settle enough to pick up on the stick. It stays uniform . . . makes it almost impossible for solids to settle out in the cup and cause pinholing. "Duco" Primer-Surfacer is also fast-filling, fast-drying, fast-sanding. And it gives high color hold-out for quick gloss with less rubbing. You save all the way with "Duco" High Speed Primer-Surfacer. And since one gallon gives three at the gun, it actually costs less than many so-called "bargain" primer-surfacers. Ask for it next time you order.

"DUKO" LACQUER HIGH SPEED PRIMER-SURFACER

DU PONT REFINISHING MATERIALS

DU PONT

REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
THROUGH CHEMISTRY

Readers are invited to contribute to—

SHOP TALK.

ADDING TO SPECS

Landrum, S. C.

Gentlemen:

I would like to speak of something I would like to see in your fine SOUTHERN AUTOMOTIVE JOURNAL, of which I have been a subscriber for five or six years.

I had wanted to see the piston displacement (cubic inches), which has been in for a number of months. I would like to see the front and rear tread base added, which would make your passenger-car specifications most complete.

T. H. KENIMER

Thanks for your suggestion.



A column of informal comments about the automotive trade and its problems.

Attention DEALERS

YOURS FREE!

NEW "GUARANTEED"
Build-a-Stock
MERCHANDISER
Cabinet

Sales-Making Display!
Convenient Storage!
Quick Inventory Check!

With ALL Guaranteed Parts Merchandisers the Cabinets are always FREE to the Dealer. Your entire investment is in "Popular Profit Making" parts covering all 3 systems.

See your
GUARANTEED PARTS
JOBBER for full details
or write now to

GUARANTEED
PARTS CO., INC., Seneca Falls, N. Y.
Ignition Service Parts

We'll try to do something about it as we begin publishing the '58 specs.

DAMAGING BATTERIES

Dodge City, Kan.

Dear Mr. Lowery:

I am a territory man for the B. F. Goodrich Co. and saw my first issue of your trouble-shooting short-cut manual in one of my accounts' office today.

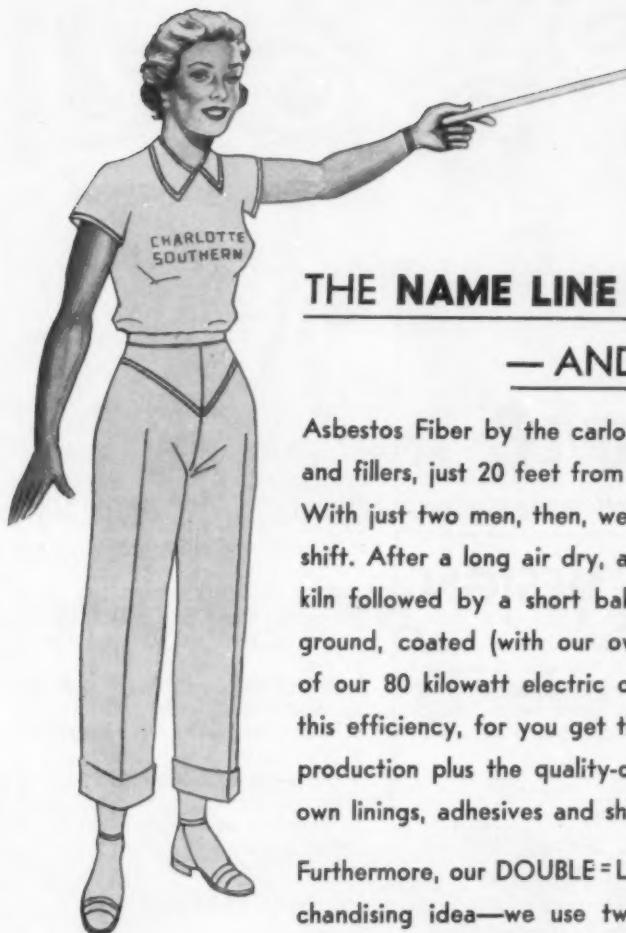
The booklet seems to me to be a very valuable manual and was much referred to and annotated by my account.

I have a long-time battery background and am inclined to question one item sent in by Arthur Kay, Sitton Buick Co., Greenville, S. C. He states that a six-volt accessory may be installed on a 12-volt system by using only half the battery.

If this is done, as in the case of a radio, the radio will draw the energy from half the battery only. This will cause that half to be slightly discharged through use, which is, of course, normal. The voltage regulator will go into action, allowing the generator to deliver a charging current to the battery whenever a slight discharge is indicated.

The half of the battery not being used by the radio will receive the charging current also until

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 8, Ga.



SOUTHERN DOUBLE=LOCK® BONDED BRAKE SHOES

THE NAME LINE IN THE LOW PRICE FIELD — AND HERE'S WHY:

Asbestos Fiber by the carload is stored along with resins, friction dust and fillers, just 20 feet from our scales and 25 H.P. water-cooled mixer. With just two men, then, we extrude a mile of top-quality molded each shift. After a long air dry, and a 2-day slow bake at 200°F. in our dry kiln followed by a short bake at 300°F., this semi-cured lining is cut, ground, coated (with our own adhesive) and cured-as-it-bonds in one of our 80 kilowatt electric ovens at 400°F. 1½ hours. You benefit by this efficiency, for you get the cost-savings of this vertically-integrated production plus the quality-control possible only to one who makes his own linings, adhesives and shoe-prep as he reconditions and bonds.

Furthermore, our DOUBLE=LOCK® bond is more than just a good merchandising idea—we use two adhesives, the rubber-type adhesive is applied to the shoe and the resin-type to the lining—each adhesive serving where it is at its best.



Ask your Jobber for our latest Catalogue and Price Sheet!

261 N. C. and S. C. cities and towns given free delivery and pick-up weekly. Up to \$3.00 two-way freight allowance elsewhere.

SOUTHERN
FRICTION MATERIALS CO.—CHARLOTTE, N.C.



such time as the discharged half has reached a charged state.

As you can see, the half not being used will constantly receive an unneeded charge and therefore will be damaged severely through overcharge.

I believe a check with one of your local battery manufacturing engineers will verify this.

R. E. BOTHWELL,
607 Bond Circle

Technically we must agree with you. However, this procedure, like many others that do not work out

on the drafting board or in the laboratory, has been used successfully in the "field." In this case the governing factor would be to what extent the battery is used and with or without the engine operating.

WACO GOES OVER

Waco, Texas

Gentlemen:

The Waco Independent Garage-men's Association wishes to thank you for the outstanding job you

did in the article you published in the July edition (page 35) of SOUTHERN AUTOMOTIVE JOURNAL about our apprenticeship training program.

We have had many compliments and requests for further data.

EDWARD G. ARCHER,
President,
Waco Independent Garage-men's Association

100-TO-ONE PAY-OFF

This dime investment pays off a hundredfold for the Jameson-Barnsley Co., Westminster, Md., Dodge dealership.

It starts out in the form of a 10¢ birthday card, bearing the following message:

"On —— your Dodge will have its —— birthday . . . and we want to say 'thank you' once again for purchasing it from us. Because we are still just as interested in your car as we were the day we sold it to you, we have a special gift for you."

"If you will present this letter within 30 days, we will lubricate and wash your car without charge to you."

President J. Cullum Barnsley reported that over 50% of the greeting recipients have responded to the cards mailed since Jan. 1 and have been sold additional service work totaling \$10.40 per order. Last year's average was \$5.04 per customer, Barnsley said.

NINE-YEAR-OLD EDSSEL

"I have owned an Edsel for the past nine years . . ."

So began the Gibsonville (N. C.) letter to H. Y. Ingram, newly-appointed Edsel dealer in Greensboro, N. C., who understandably suffered an uneasy moment as he began to read. (Ingram had been under the impression that it would be September before Ford's newest product would be available for him to sell.)

Relief came when he finished this letter:

"I have owned an Edsel for the past nine years, and I was wondering how much trade-in value he would have. He is a little thin on top, but he is still in perfect running condition."

"All joking aside, here's hoping your Edsels will be half as nice, dependable and wonderful as mine!"

The letter was signed by Mrs. Edsel Morgan.

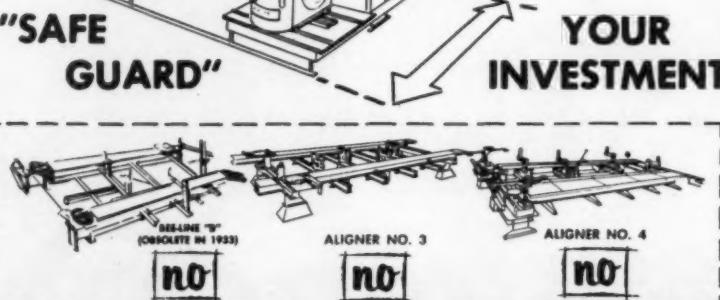
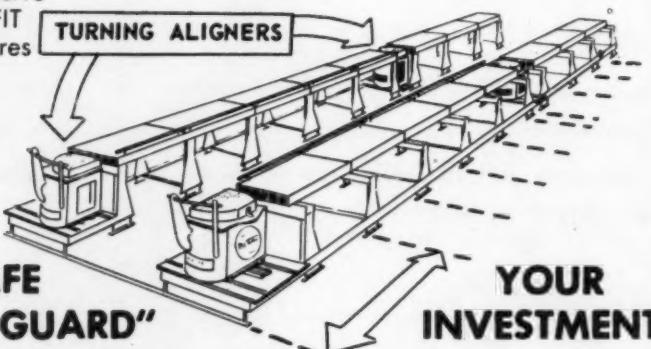
IT PAYS TO Compare

BeeLine WITH OTHER ALIGNMENT EQUIPMENT

4* "ADD-A-UNIT" DESIGN

a series
of ads
comparing
Bee-Line's
exclusive
PROFIT
features

Bee Line equipment is designed to keep ahead of your present and future needs. Units may be added at any time to enlarge your front-end machine to any size aligner including Truck and Trailers. Additional Sealed Turning Aligners may be added anywhere along the runways making it possible to align two vehicles at the same time.



WRITE FOR FREE
Comparison
Literature

Bee Line Co.
DAVENPORT, IOWA

U.S.A.



New B&D No. 300 Impact Wrench treats trucks like toys!



MORE POWER PER POUND: This light-weight (only 13 lbs.) high torque tool packs a powerful punch! Equal power in both directions.

LONGER LIFE: Torture tests show it has higher performance, cooler running, longer life than competition.



EASIER HANDLING: Pistol grip positioned to eliminate nose or tail heaviness. No starting torque twist. All-position auxiliary handle.

No. 100 IMPACT WRENCH: Ideal companion to the No. 300 for smaller applications. Both tools in your kit cover most bolt sizes.



**See it pour on brute power
for yourself . . . mail coupon today!**

Stop breaking your back trying to budge stubborn truck lugs! Mail the coupon today for a demonstration of how the new B&D No. 300 Heavy-Duty Impact Wrench brings more than 300 big ft. lbs. of torque to bear—spins rusted, dirt-encrusted lugs out in a breeze!

See why this new tool is really *power-built*! Patented armature construction; precision machined, heat-treated impactor and anvil; heavy-duty ball bearings throughout—this impact wrench is really tough, really durable. And it's fully reversible.

For a free demonstration or additional information mail coupon to: THE BLACK & DECKER MFG. CO., Dept. 5909, Towson 4, Md. (In Canada: P. O. Box 278, Brockville, Ontario).



Leading Distributors Everywhere Sell



Black & Decker®

Quality Electric Tools—Power-Built to set the pace

→ MAIL COUPON FOR FREE DEMONSTRATION ←

THE BLACK & DECKER MFG. CO., Dept. 5909, Towson 4, Md.

Please arrange a demonstration of your new No. 300 Impact Wrench.
 Send additional information.

Name Title
Company
Address
City Zone State

Dear Bill,

No, we're not worrying about the necessity of learning about air compressors when some of the new models show up with one type or another of pneumatic suspension system. In fact, when you come to think of it we've had compressors on cars and trucks for one reason or another for a good many years.

The first air compressor and storage tank system I recall off-hand was on a Stevens, I think, which was long enough ago that it sported acetylene headlamps and



QUESTION:

**WHICH WATER PUMP
IS THE *Champion*-REBUILT?**



ANSWER:

**THE PUMP WITH MORE
NEW PARTS INSIDE!**

Rebuilt Water Pumps may sometimes look alike—but don't be fooled . . . CHAMPION-REBUILT Water Pumps are all assembly-line processed, thoroughly vacuum-tested and sold with a same-as-new unit guarantee! By actual comparison, Champion-rebuilt pumps contain MORE NEW PARTS including 100% NEW BEARINGS! Every unit contains a NEW SEAL ASSEMBLY and is shipped complete WITH BACK PLATE! Here is a Standard of Quality that others DO NOT EQUAL!

Write for Catalogs and Price Lists

Champion Parts Rebuilders, Inc.



1314 W. 21ST STREET • CHICAGO 8, ILLINOIS

had an air starting system. A distributing system injected the stored air in the cylinders to get the engine turning for a start.

Then, later, we had air pressure fuel systems on some makes with a small compressor providing air for the sealed fuel tank to force the fuel up to the carburetor.

In the early '20s some cars were factory-equipped with a small air compressor to pump up flat tires or charge pneumatic shocks. In the late '20s several of our customers had air brake systems installed on their passenger cars, and of course air brakes have stopped our trucks for a long time. So if they want to add an air compressor to the air-conditioner compressor, we'll be able to service it (if we can find it).

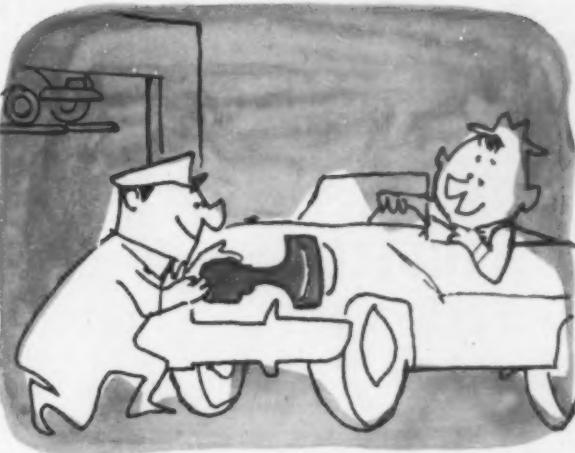
The boss dropped in at our service meeting last night to report on his attending a dealer meeting downstate. He said he wanted to talk to us about it because he had spoken on the subject of service—and as in the case of heaven and mother, he had told them he was all for it.

He told them that he thought the attitude of the dealer toward service had a great deal to do with the attitude of all the people who handled service for the dealership. His attitude would finally choose the service manager and direct his attitude. His men would take their cue from him, and the customer would finally come face-to-face with the dealer's attitude, even when taking delivery of his car from the delivery boy.

If the dealer operates his service department as a "necessary evil" to the sales organization instead of encouraging it to go after service business as a business, the customer will surely get the message. He'll appreciate the effort to get him safely through the warranty period and on his way—and that is exactly what he will do when he is safely through warranty—

How G-E ads are aimed to make more money for you!

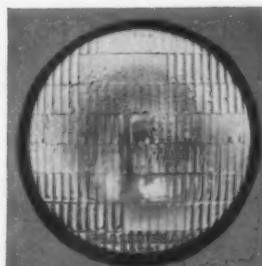
G-E consumer ads will make a double-edged profit for you. Saturday Evening Post, Look, Popular Mechanics and Popular Science will carry these ads which will build your aiming business and help you sell more pairs of new G-E *All-Weather* Headlamps.



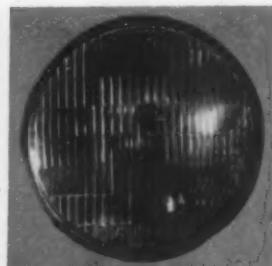
"Your dealer can quickly determine if your headlamps are mis-aimed—and he can aim them accurately in minutes—even in daytime."

Double Profit!

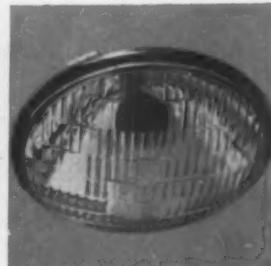
When you see headlamps like these... sell a pair of new headlamps... and an aiming job.
You profit on both!



WATER DROPLETS inside the lens not only scatter the light, but they also help discolor metal reflectors. This can't happen with G-E *All-Weather* Headlamps—moisture can't possibly get inside.



DISCOLORED REFLECTORS absorb light rather than reflect it, causing a loss of up to 50% of the original light output. Dirt and moisture can never enter G-E *All-Weather* Headlamps so the reflectors always stay shiny.



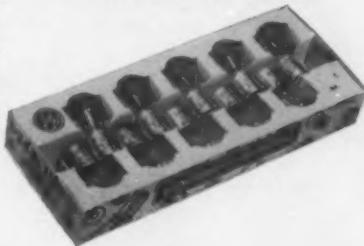
BLACKENED BULBS in old-style headlamps block out the light from the filament and cause a dangerous drop in light output. This can't happen with G-E *All-Weather* Headlamps because there are no inner bulbs.

So...for More Sales

1. Aim headlamps
2. Sell G-E *All-Weather* Headlamps in pairs!
3. Check rear lights, too

CHECK YOUR STOCKS...AND ORDER SMALL BULBS IN NEW G-E SPACE-SAVER PACKS!

They take 30% less space. There are no flaps, no covers; stocks stay neater; service is easier. General Electric Co., Miniature Lamp Dept. SA-97, Nela Park, Cleveland 12, O.



GENERAL  **ELECTRIC**

go his way.

He pointed out to them how it is much easier for his salesmen to sell cars to current customers of the service department, regardless of where they bought the car we service for them. Owners who choose a service department and patronize it regularly are half-sold on the dealership's products and are demonstrating their confidence by buying their service there. The shop is the dealership's "personal-ity.

He said the service department

revenue has helped him weather all sorts of depressions and recessions and wacky sales campaigns. He felt that it more than returns the advantage of customers gained through new-car sales. by turning in new-car prospects. And, besides, our service department is profitable.

Guess you're having trouble knuckling down after your vacation. Boy! In that respect you're not alone!

Yrs,
Ed.

We're Mechanic-Poor

(Continued from page 70)

the automotive programs of vocational schools.

5.—Preparing a complete set of examination questions to match the curriculum for automotive training courses suggested by the conference.

St. Aubin announced two new projects of the conference now in the discussion stage:

1.—A program to encourage more men to seek college degrees for careers as mechanics teachers.

2.—Development of criteria for analyzing the individual's aptitudes and chances for success as a mechanic.

In addition, he stated, the conference and the automobile manufacturers individually are placing a great deal of emphasis on the matter of "raising the prestige of the people who are working in automotive service."

"This," he said, "is a valuable by-product of the various in-service training programs the industry has established.

Hardtop Door, Window

(Continued from page 85)

8.—Raise the window and check the fit of the window against the roof rail weatherstrip. If the upper leading corner gouges the roof rail weatherstrip, the front run channel is too high and will have to be lowered.

9.—After window has been properly adjusted, install the trip panel, seat back and arm rest. Install regulator handle. (If car is equipped with power windows, reinstall the control switch.)

10.—Slide garnish molding into position and install retaining screws. Tighten securely.

11.—Reinstall the rear seat, then clean window, using a suitable solvent.

Atlanta Fleet Men Hear ICC Rulings

REQUIREMENTS for vehicles to pass the Interstate Commerce Commission safety inspection was the topic of a talk by ICC District Supervisor Monty T. Schumacher to the Fleet Superintendents Association in Atlanta, Ga., last month.

Also on the program was George Ryder, employe development manager for the Colonial Stores, who discussed methods to build correct attitudes among employees.

NEW... ACME'S TUBELESS TIRE VALVE KITS

UNIVERSAL TUBELESS TIRE VALVE for .453" or 5/8" Rim Holes. For ALL 14" and 15" Rims.



Use correct washer for each size.

Extension Type Valve Cap. Effective Length: 3/4".

"QUIK-MOUNT" SNAP-IN TUBELESS TIRE VALVES for .453" or 5/8" Rim Holes. For ALL 14" and 15" Rims.



ASSORTMENT #261

for Full Coverage

CONTAINS:

- 10 #253 Rubber Valves
- 10 #256 Rubber Valves
- 5 #354 Extension Caps
- 2 #355 Extension Caps

ASSORTMENT #262

for 95% Coverage

CONTAINS:

- 10 #260 Metal Valves
- 5 #354 Extension Caps

DISPLAY-PAK

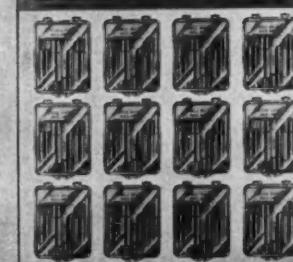
ACME Extension Type Valve Caps packed on attractive 2-color display panel. Packed 48 to the panel . . . 12 plastic boxes of 4.

Available:

- #354 D (Effective Length 3/4")
- #355 D (Effective Length 1-1/4")




EXTENSION VALVE CAPS
FOR EASY ACCESS TO ALL MAKES OF VALVES



OTHER ACME TIRE HARDWARE ACCESSORIES TO ADD YOU

ACME AIR APPLIANCE CO., INC.
BROOKLYN 7, N.Y.



From left to right, James M. Taylor and M. D. Taylor of Taylor Parts receive check from MOOG Representative Bob Martin in front of winning window display.

MOOG announces winners in under-car display contest!

FIRST PRIZE—\$300

Taylor Parts & Supply Co., Inc.
Andalusia, Alabama

SECOND PRIZE—\$200

National Bushing & Parts Co.
Minneapolis, Minnesota

THIRD PRIZE—\$100

A tie between
Peoples Auto Supply, Inc.
Danville, Virginia
and
Yerby Brake Supply
Sacramento, California

If ever there was a contest where every entrant was a winner, this was it! Reports received from Maine to California prove that it pays to promote *under-car* business.

Top prize winner Jim Taylor says, "Our display proved to be a real attraction to car owners, many of whom had never seen an exposed front end before. We

estimate our chassis parts business increased 10 to 15 per cent."

Display can pay off for you, too!
There's a gold mine of promotional ideas in MOOG display materials and sales aids. Everything from jumbo Wall Charts to our new Cracker Jack Sports CARtions! See your MOOG Jobber or write MOOG Industries, Inc., St. Louis 14, Mo.



MOOG A GREAT NAME IN AUTOMOTIVE MAINTENANCE means more under-car business!

Edsel

(Continued from page 73)

ter of the steering wheel hub and a single dial heater-defroster-ventilator control are two engineering features.

"Teletouch" pushbuttons, mounted in the center of the steering wheel, require minimum hand movement and finger pressure to operate. An electric servo motor does the actual work, selecting the proper gear designated by the driver. Only the finger pressure

required to operate a typewriter key is necessary to activate the pushbutton control.

Another servo motor replaces the usual levers, knobs and air vent doors normally required for automobile heating or ventilation. A single dial, mounted on the instrument panel, operates the servo motor and a simple twist of the dial brings the required condition — heating, defrosting or ventilation.

A built-in dual inhibitor switch prevents Teletouch transmission from engaging in either reverse or

park at more than three miles an hour, about the speed required to rock the car in snow or mud. After the ignition has been turned off, it still is possible to engage park gear, but once in park it is impossible to change until the ignition has been turned on.

An Edsel equipped with Teletouch controls can be started in either neutral or park position. The pushbuttons are indirectly lighted for perfect night visibility and the lights are connected with the instrument panel rheostat and always match the intensity of the panel lights.

Teletouch transmission controls always remain stationary in the steering wheel hub. A series of special gears around the steering column keep the pushbuttons in proper position but affect only the Teletouch unit. The driver still drives "directly to the road" through the wheel and shaft and not through a gear arrangement.

The single-dial heater-ventilator control actuates a servo motor which responds instantly to the driver's command, operating all air vents, heater ducts and the heat control valve. Each dial segment — heat, defrost, ventilate — runs the full range from minimum to maximum. For summer driving the control permits fresh air from the cowl intake to enter either from right or left, or both.

On cars equipped with optional air conditioner the single-dial control operates both heater and air conditioner.

The air-conditioning louvers extend across the entire top of the instrument panel just inside the windshield. The louvers are divided into three individually-controlled sections for maximum comfort. Cool air is forced up under the roof to effectively cool passengers in front and rear seats.

W. F. Brady to Head Up Chrysler Kansas Plant

WILBUR F. Brady, a Chrysler parts and accessories division veteran with more than 20 years' service, has been named manager of the Kansas City, Kan., parts plant.

A Dayton, Ohio, native, Brady joined the corporation in 1936 in Marysville, Mich. In the years that followed he was promoted from assistant foreman to assistant superintendent on the night shift at the Marysville plant. He was transferred to Centerline, Mich., in 1956, where he became plant superintendent in April of this year.



Right now in every No. 5203 BONUS-PAK of 100 HY-GEAR "worm-drive" Hose Clamps that you buy you will find a bonus of 10 more popular sized HY-GEAR clamps that cost you nothing! It's a clear, cash-in-the-pocket discount.

No catch, no clinkers . . . Every BONUS-PAK contains only the 4 fastest moving HY-GEAR sizes needed for brisk seasonal sales! Do better than average in a season? Then, get more than one "PAK" and get a bonus in each . . . No better way we know to pack in extra profits!

But hurry! Your jobber can make this offer for a limited time only.

NO. 5203 "BONUS-PAK" CONTENTS
30 No. 5210 for hose $\frac{3}{8}$ " to $\frac{5}{8}$ "
20 No. 5220 for hose 1" to $1\frac{1}{4}$ "
40 No. 5228 for hose $1\frac{1}{4}$ " to $1\frac{3}{4}$ "
10 No. 5236 for hose $1\frac{1}{4}$ " to $2\frac{1}{4}$ "

On every car in the Indianapolis "500"



**NEW MOPAR
ANTI-FREEZE...
HOMOGENIZED!**

**SELL YOUR
CUSTOMERS COMPLETE
PROTECTION!**



Get ready for big winter business now! New improved MoPar Anti-Freeze comes with rust inhibitors, lubricants, and other ingredients permanently blended to give your customers complete winter protection. Both All-Weather Permanent type and Methanol type exceed normal anti-freeze

specifications. An official, authentic Chrysler Corporation product, made to highest quality standards to protect your customers and your reputation. Order MoPar Anti-Freeze from your MoPar wholesaler salesman or your Plymouth, Dodge, De Soto, Chrysler or Imperial dealer.

**MOPAR "DATED" DRY-CHARGE BATTERIES:
THEIR LIFE BEGINS THE DAY YOU SELL**



Offer your customers factory-fresh MoPar Dry-Charge Batteries... warranted battery life begins the day they buy! MoPar assures maximum power, long life, compact dependability. For details on how to get a new MoPar battery stand, see your MoPar wholesaler.

MOPAR
PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL
PARTS & ACCESSORIES

MOPAR DIVISION ➤ CHRYSLER MOTORS CORPORATION
DETROIT 31, MICHIGAN

Pistons, Pins, Rings

(Continued from page 81)

that may result in excessive oil consumption.

Cleaning and inspection:

Clean all parts and passages in solvent. Never use a caustic cleaning solution. Remove the bearings (identify them if they are to be used again), then thoroughly clean the rod bore and the back of the bearings. Make sure the oil squirt holes are open.

Inspect the rods for deep nicks

and signs of fractures and check the bore for out-of-roundness.

Check the connecting rod bolts and nuts for damage.

After the connecting rods are assembled to the pistons, check the rods for bend or twist on a suitable alignment fixture. Follow the instructions of the fixture manufacturer.

Repairs:

If the piston pin to rod bushing clearance is excessive, ream the rod bushing and piston for the next oversize pin.

If the rod is twisted or bent more than specified, it should be straightened or replaced.

Replace defective connecting rod nuts and/or bolts.

Rods with deep nicks, signs of fractures, or with the bore out-of-round more than 0.0004" should be replaced.

Fitting connecting rod bearings—Plastigage method:

Place a piece of Perfect Circle's Plastigage on the bearing surface, with full width of the bearing, about $\frac{1}{4}$ " off center. Install the cap and tighten the rod bolts to specified foot-pounds torque.

Note: Do not turn the crankshaft with the Plastigage in place.

Remove the bearing cap and use the Plastigage scale to measure the width of the flattened piece of plastic at the widest point.

Note: If the crankpin is out-of-round, be sure to fit the bearing to the maximum diameter of the crankpin. It is not recommended to use bearing shims of any type, or to file or lap the bearing caps in order to adjust the bearing clearance.

If the clearance is not satisfactory, try another selective fit bearing to bring to clearance within the desired limit.

If the various selective fit bearings do not bring the clearance within the desired limit, it will be necessary to reground the crankshaft journals and install undersize bearings.

Rotate the crankshaft after the bearing is installed to be sure the bearing is not too tight.

Connecting rod side clearance:

After the connecting rods are installed, measure the side clearance with feeler stock.

McNamara, Cabot Become Ford Board Members

ROBERT S. McNamara, Ford car and truck division, vice-president, and Paul C. Cabot, Boston investment corporation president, have been elected directors of Ford Motor Co., Board Chairman Ernest R. Breech has announced. J. R. Davis, director for nearly 12 years, has resigned.

McNamara joined Ford in 1946, managing the company's financial analysis office until 1949, when he became comptroller. In 1953, he was appointed assistant general manager of Ford Division and became vice-president and general manager in 1955. He was named group vice-president in May of this year.



MAKE DISPLAY PAY ITS WAY!

When you take up display space, or hand out literature, make sure you spend your effort on a line that pays—Golden Glide. Get and use the practical sales tools above: window poster, counter card, handout folder, inspection tag. Every one designed to pay its way!



THE GOLDEN GLIDE SHOCK ABSORBER CO., CLEVELAND 15, OHIO



Trouble holding oil?

Pre-seated Krome-Oil licks this problem

KROME-OIL piston ring sets are pre-seated, break in fast—hold oil instantly, even on toughest jobs. Thousands of miles of dynamometer and rugged road tests prove this. American Hammered Krome-Oil delivers the immediate oil control your customer expects, eliminates costly comebacks.

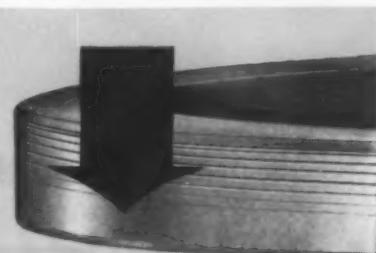
And Krome-Oil is a full chrome ring set—top groove chrome compression ring, chrome on the side rails of the steel oil ring. Meets all manufacturers' "specs" best for the more than 27,000,000 cars sold since 1951 for which they recommend chrome replacement rings. Install Krome-Oil.

AMERICAN HAMMERED

AUTOMOTIVE REPLACEMENT DIVISION • 2001 Sanford St., Muskegon, Mich.

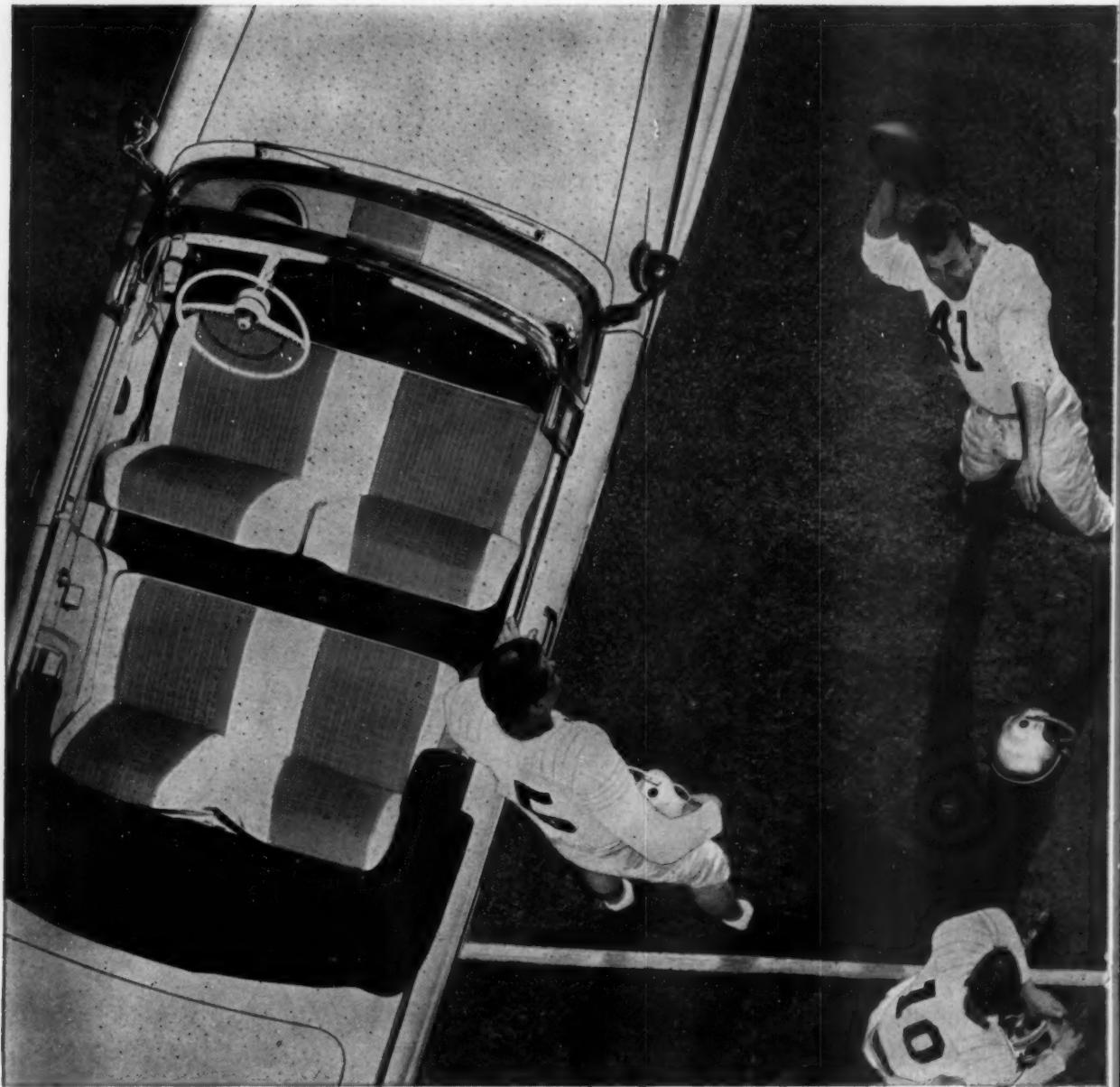
Manufacturers of American Hammered Automotive Replacement Piston Rings

A Division of Sealed Power Corporation

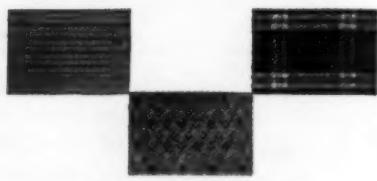


This is pre-sealing

Pre-seating is a factory-applied lapping process equivalent to hundreds of miles of actual engine operation. That's why you can count on Krome-Oil to break in fast.



For that smart new-model look

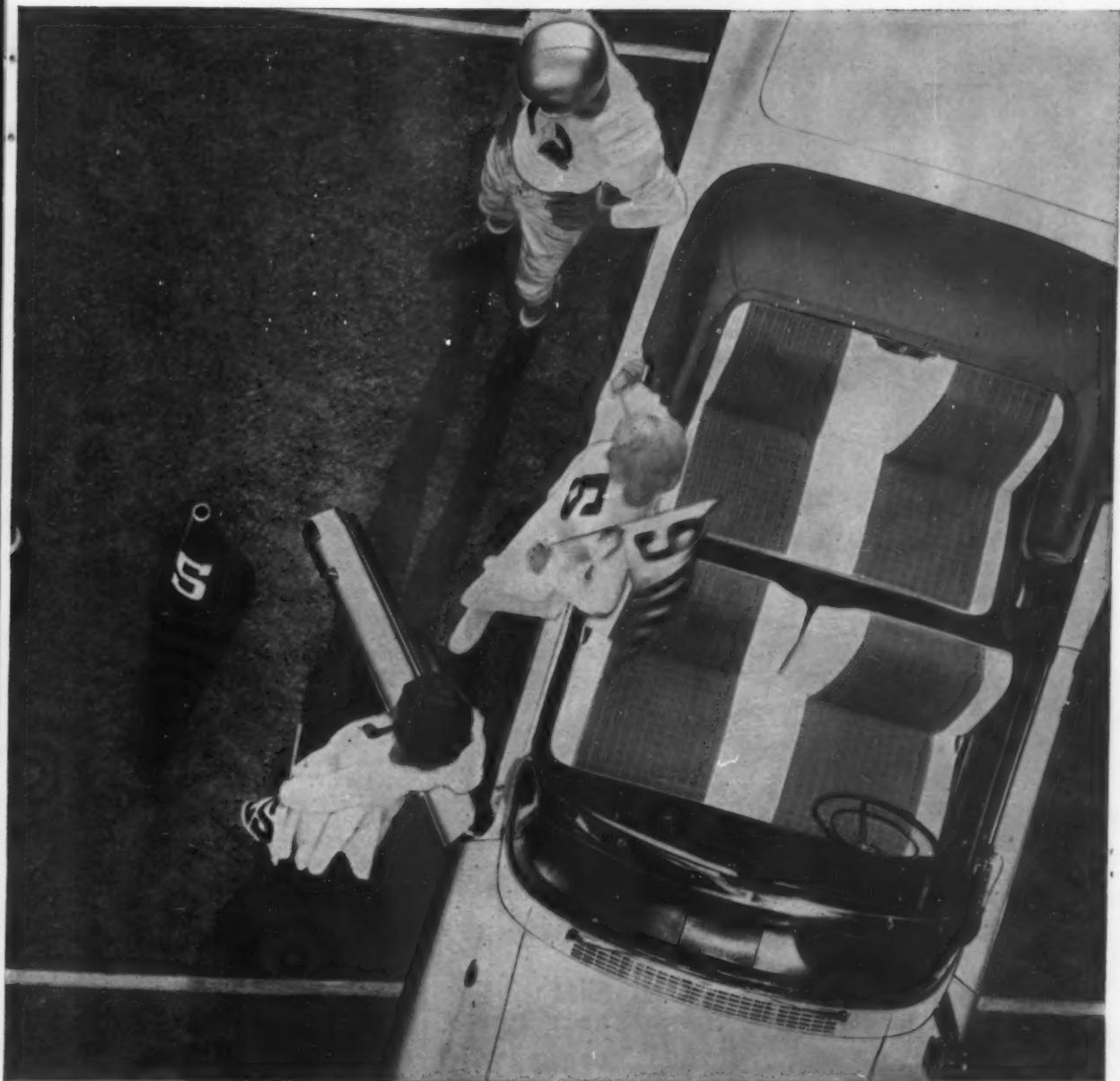


IT'S WOVEN

TO BREATHE!

BRING OLDER MODELS UP TO THE MINUTE

Your customers can make their older cars look bright and new with seat covers woven of SARAN. All the fresh new-model fabric colors and pattern designs are available now. SARAN seat covers add a distinctive note to any car interior. And, what's more, SARAN will take all the punishment you can give it without scuffing or showing signs of wear. The rugged durability and wide range of available colors and designs give SARAN seat covers the sales appeal your customers demand. Stock up early and be ready for higher volume, bigger-profit sales!



...sell seat covers of SARAN

BRING PROFITS UP TO A NEW HIGH

Just watch your profits soar when you stock SARAN seat covers. They sell faster because they have all the features your customers want. SARAN seat cover fabric is woven to allow free air passage, which means comfortable driving the year 'round. A damp rag quickly wipes up stains and spills without spotting, to keep them looking bright and clean. Yes, for bigger profits and more satisfied customers, specialize this fall in seat covers woven of SARAN. For full information, write THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Department PL-1577G.



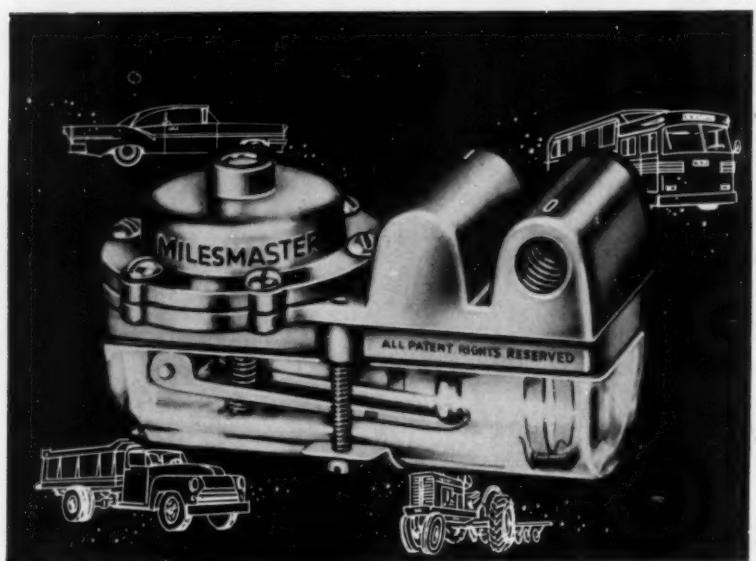
FEATURE THIS LABEL...
CLINCH THE SALE!

YOU CAN DEPEND ON





It's a \$300 first-prize set of tools for Paul E. Mason, Jr., Atmore, Ala., mechanic and parts clerk, who guessed to the nearest three decimal places the winner's speed in the Indianapolis "500" classic. Tool sets and assortments valued at \$1,000 are offered annually by Herbrand Tools in this contest open to all automotive mechanics. Mason works for Sam's Place, where his father is half owner. In the photo, Mason (left) receives the key to his tool set from Tom Richards of Henry S. Clark Co., Atlanta, Ga., distributor, while Mrs. Mason and Carlton Martin, Martin Automotive Supply Co., Atmore, look on.



**STOP VAPOR LOCK, ROUGH IDLING
... JERKY ACCELERATION with**

MILESMMASTER® FUEL PRESSURE REGULATOR

Cars • Buses • Trucks • Tractors, — One Model Fits Them All

No matter what make or model, it simplifies the stock and inventory problem. Milesmaster makes engines start quicker . . . provides smooth idling . . . eliminates "jerking" at all speeds . . . filters the fuel. Remember . . . if it's a gasoline engine, it'll run better, smoother with a genuine MILESMMASTER!



\$6.95
list,
plus installation

Magnetically Traps Steel and Rust Particles
DISTRIBUTED BY LEADING JOBBERS EVERYWHERE

MILESMMASTER, INC. DEPT. A
6 North Michigan Avenue, Chicago 2, Illinois

Dealer Sales "Pitch"

(Continued from page 75)

form an otherwise antiseptic showroom into what they described as "Dodgeville, U.S.A."

Preceded by eye-catching "teaser" ads in local newspapers, the partners got busy one night and scattered their showroom in straw, adding shocks of corn, cotton, pumpkins, autumn leaves and tree branches at artful intervals. In the midst of the scene, they pitched a pup tent, in front of which hung a kettle over a fire (presumably prepared for stewing up the live possums that disported themselves in stage-set trees nearby). Live peacocks, chickens and rabbits likewise roamed the showroom, foraging in the straw on, under and around the new Dodge cars, a necessary ingredient in the man-made autumnal scene.

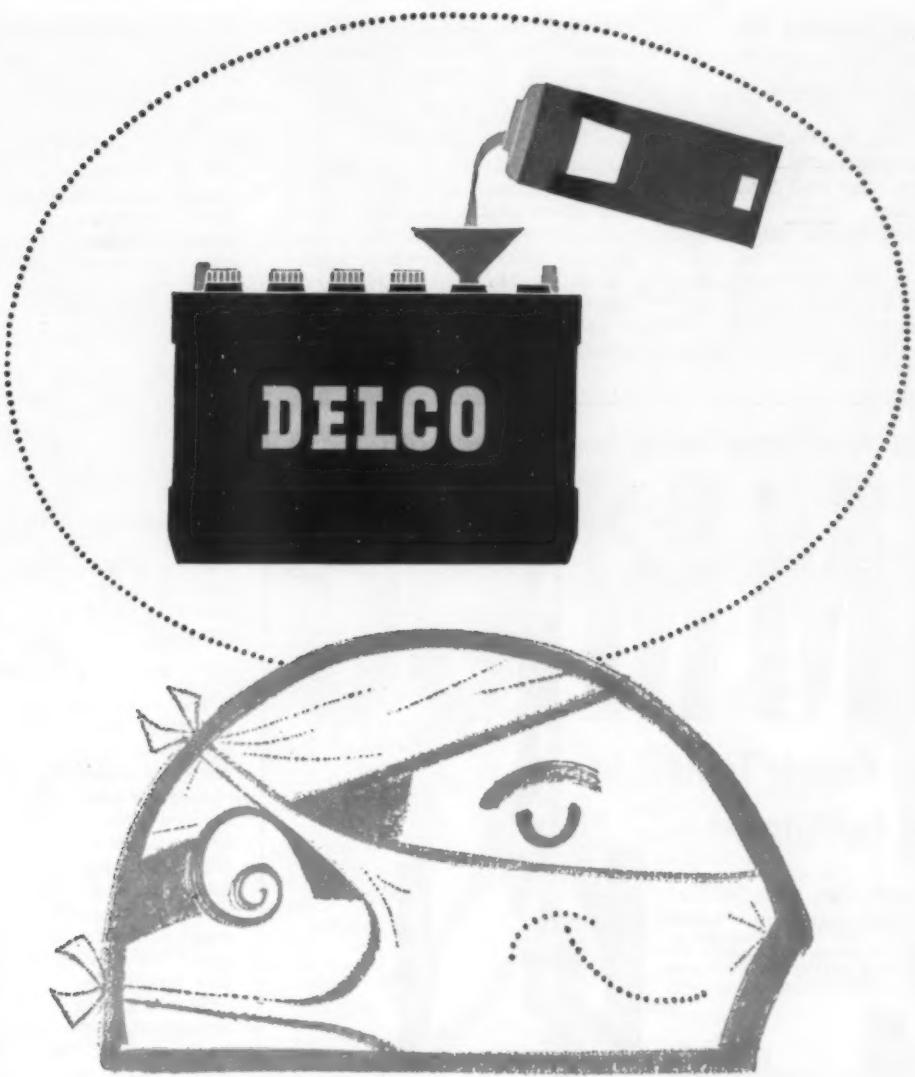
The story went on to describe the week's siege of curious sidewalk viewers who maintained a three-deep line in front of the agency's show windows almost 24 hours a day, while car sales reportedly soared four-fold during the course of the sales gimmick.

A foregone conclusion might be that the gent coining the phrase about there being nothing new under the sun was a veteran of the automotive industry.

At least we know that it might be wise to note what our forerunners accomplished!

Mississippians Elect Lane

The Jackson (Miss.) Automobile Dealers Association has elected Collin T. Lane of Madison Auto Sales president. E. J. Craig of Craig Motors is vice-president and John Blakeslee, Jr., of Service Motor Co. is secretary-treasurer.



BRAIN SURGEONS

want Delco Batteries!

Three separate surveys made by leading magazines prove *more* people want Delco batteries than any other kind. It figures, too! Delco dry charge batteries can't get old before they're sold. Delco is America's No. 1 Battery—backed by General Motors warranties that are good all over the United States and Canada, too. They not only sell themselves to brain surgeons, but to *all* of your customers.

distributed nationally by



General Motors leads the way—Starting with Delco Batteries

ON CBS RADIO—LOWELL THOMAS NEWSCAST • COMING SOON ON CBS-TV—"HIGH ADVENTURE WITH LOWELL THOMAS."

SOUTHERN AUTOMOTIVE JOURNAL for September 1957 Want more facts? Use Reader Service Card Page 134

Debunking Training Ills

(Continued from page 66)

place at this point in the office of the general shop foreman. His duties are made known, the quality of his work specified, his cleanliness defined that he must maintain on the job.

Here he will handle tools under supervision of the working foreman or straw boss. Paid for piece-work which he produces, an apprentice is guaranteed a \$1.25-per-hour minimum for a 40-hour week,

with time-and-a-half for overtime. During this 30-day training in lubrication, he learns to pull a wheel, put a car on a hydraulic lift and work under it, and lubricate a car. He will be taught to identify parts of a car and to recognize wear and defects. The 10¢ differential between his hourly rate and that of regular lubricators is paid to his supervisor, raising the latter's pay to \$1.45 an hour for the period of instruction.

An apprentice may stay on lubrication beyond 30 days, per-

haps for six months or a year, if no apprentice stall is open. However, after 30 days his pay becomes that of a regular lubricator, \$1.35 per hour. To test his willingness to accept assignments, he may be placed at steamcleaning, under-coating and similar servicing jobs.

Our objective is to create a versatile, all-round mechanic who will some day make a topflight craftsman. If he turns out to be a good instructor as well, we are that much to the good.

Our primary aim is to make a mechanic capable of handling all types of repairs. When an opening for training in mechanical repairs occurs, it may be in our annex shop of same-day repairs, or in our third-floor shop of major repairs requiring several days. The annex shop handles every type of mechanical repair other than major overhaul. The third floor offers every type of repair, plus major overhaul.

Rewarding the Instructor

The mechanic who takes on instructing an apprentice is rewarded with higher earnings. We review his six-month payroll record for percentage of total productive hours contributed. This becomes a yardstick for his weekly earning guarantee. The instructing mechanic and apprentice will now work together on a single time sheet with the apprentice getting credit for 50% of the total productive hours.

Starting rate for the apprentice undertaking mechanical repairs is \$1.35 an hour. He will continue to earn \$1.35 per hour for six months. At the end of this six-month period a wage increase to \$1.45 per hour is given him, and an interview takes place in which his performance is reviewed by the instructing mechanic, foreman of the shop and general shop foreman. His abilities and shortcomings are pointed out.

By the end of his first year in mechanical repair, he is earning \$1.55 an hour. Another interview with him takes place at the time of his wage increase. During his second year a 10¢ increase per hour is awarded after each 90-day period until he reaches the journeyman's rate of \$2 an hour.

The 65¢ differential between his starting pay and the journeyman's hourly rate is paid to his instructing mechanic, bringing the latter's wage up to \$2.65 an hour. This offers both incentive and reward to the journeyman. Each time an ap-

You can do a better job in less time with

AMMCO

Engine Repair Tools and Equipment

Model 3800 Cylinder Surfacing Hone

For cars, trucks, tractors, small engines. Range 2" to 7". FAST - 20 seconds per cylinder. EASY TO USE - no adjustment necessary. FLEXIBLE DRIVE - hone with block in car. Drive with $\frac{1}{4}$ ", $\frac{3}{8}$ " or $\frac{1}{2}$ " drill.



Model 500 Cylinder Hone

For cars, trucks, tractors. Range $2\frac{1}{2}$ " to $4\frac{1}{8}$ ". Extensions available to increase range to $5\frac{3}{4}$ ". Quickly corrects tapered and out-of-round bores. Driven with $\frac{1}{2}$ " drill.



Model 3950 Cylinder Hone

For small engine reconditioning. Range $1\frac{1}{8}$ " to $2\frac{3}{4}$ " with extension stone sets available to increase range to $3\frac{1}{8}$ ".

Model 2100 Ridge Reamer

Range $2\frac{1}{8}$ " to 5". FAST - removes ridges in a few turns. CARBIDE CUTTER cuts steel sleeves. Work can be checked without removing tool from cylinder.



Model 3700 Midget Ridge Reamer

Range $1\frac{1}{2}$ " to 3" for small engine ridge reaming.



Model 1050 Torque Wrench

Range 0-175 ft. lbs. "STAY SET" dial holds reading for operator to check after tension is released. Ideal for tightening nuts or bolts in inaccessible places.

AMMCO TOOLS, INC., North Chicago, Ill.

RUGGED

ROCKY MOUNTAIN ROAD TESTS



PROVE SILVERTIP SAFEST

for Today's High-Powered Cars

Grizzly Silvertip brake lining has been tested in the rugged Colorado Rockies . . . on high speed turnpikes and throughways . . . in swamplands and on primitive roads . . . in fact, everywhere that roads and weather put an extra strain on brakes. Tests like these prove that Silvertip meets the modern motoring needs of high

speeds, power brakes and automatic transmissions. Silvertip is glazeproof and resists fading—gives 25% more mileage and safer stops! CONCLUSION: sell Silvertip Saftbonded brake lining . . . best for power brakes and heavy duty . . . tops for every car . . . the safest brake lining on the market!

Check with your GRIZZLY Distributor or Bonder Today!
Look for Grizzly Silvertip's Edge-Branding . . . Your Guarantee of Quality

BEAR IN MIND . . . ASK FOR

GRIZZLY

SILVERTIP *Saftbonded*
BRAKE LINING

GRIZZLY MANUFACTURING DIVISION
Paulding, Ohio



prentice's rate is increased, the instructing mechanic's override is reduced by the same amount.

With weekly minimum guarantees to both apprentice and instructing mechanic, each is responsible for a 40-hour week, their combined physical time amounting to 80 hours.

The training method in our mechanic's stall is to learn by doing. We believe that no one has ever learned anything by just watching and talking. The learning test is performance. Since the young ap-

prentice has already gained some experience by pulling a wheel, looking under the hood, replacing a muffler and tailpipe, etc., in the lubrication department, he may be told by his mechanic with a brake relining job to take off the wheel and brake shoes.

His instructor may knock the lining off the shoes of one wheel and let the apprentice do the others. He will then send the apprentice to the parts department to order verbally the brake lining and rivets needed. After riveting

brake linings on shoes, the mechanic may let the apprentice try his hand.

The aim of the instructor is to put the apprentice on his own as fast as possible. He often lets him start a job, telling the apprentice to check with him for performance. Training in a variety of repairs, including ignition, carburetion, fuel system, differential, standard transmission and, possibly, air-conditioning installation and servicing will comprise the apprentice's total experience in the annex shop.

Simultaneously he is learning to identify and use tools, to know bolt and nut sizes, to work in overalls in a stall and to keep himself clean, as well as maintain a clean floor, workbench and equipment. Little by little he may be acquiring his own tools on a pay-as-you-go basis, arranged for by the company. The cost of his daily clean overalls, incidentally, is shared by us.

A Crack Later at Majors

The apprentice may spend a year in the annex shop and then move into the heavy work shop where he gets a crack at major overhaul of motors and automatic transmissions. Or it may be the other way around. If an opening occurs in the major repair shop first, an apprentice may get his first stage of training there.

Upon the completion of his two years of training, he is awarded a Labor Department journeyman certificate, qualifying him as a line mechanic. From time to time he will attend classes at the General Motors Training Center for mechanics, both during and after his apprenticeship; but this is never a substitute for the two years of on-the-job training under our roof. It is extra schooling to be acquired along with his basic training.

Right now we could use five additional skilled mechanics of the quality and versatility turned out under our apprentice training program. They are not easy to come by. Nor do we ever accelerate a mechanic's training in order to jump him into a spot where he is badly needed.

The maturing of a mechanic is a gradual developing process that takes time.

Forecasts are for a 25% jump in the amount of petroleum to be used in this country over the next five years, says the American Petroleum Institute.

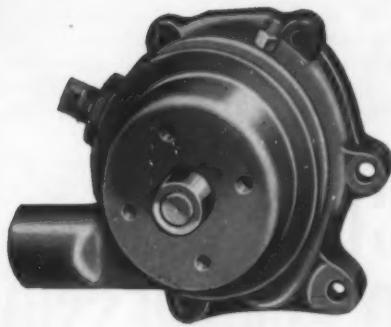


Motor Mounts are even More Important in today's high-powered engines!

... More important because those big, brawny engines are extra-heavy and extra-sensitive. Motor mounts must hold high-powered engines in position to resist today's torque reaction — they must prevent road shock to finely-tuned motors. In short, they must do a bigger job than ever before. That's why up-to-date service shops always check motor mounts on major repair jobs. They know motor mounts are more important than ever. And they know it's more important than ever to prevent customer comebacks.



Doan MANUFACTURING CORP.
1761 LONDON ROAD • CLEVELAND 12, OHIO.



THOMPSON WATER PUMPS FIT THEM ALL

You can depend on Thompson to supply a factory duplicate water pump for virtually any car in use today, regardless of make, model or year, as well as many trucks and tractors.

Skilled hands machine and hone each pump part for precision fit. Critical engineers torture-test each model for the equivalent of a car's operational life. As your final insurance of a trouble-free, leak-free installation, every Thompson Water Pump shipped is vacuum tested against the most minute seal or assembly defect.

To get the water pump you need, to be sure of reliable service and a satisfied customer—specify Thompson.

**Thompson Service
Sales Division**



Thompson Products, Inc.
Cleveland 3, Ohio

Selling by Mail

(Continued from page 71)

you have kept.

Calling him by telephone when correction of a defective part means a safe car for him that evening will win for you his cooperation on letting you carry out needed repairs. You can build up a closer relation with your customer through the detailed record and report you make to him on his car.

Here are a few examples of the

benefits of a direct-mail reminder that readily come to mind:

A regular customer of ours brought in by our monthly postcard ordered a lubrication. In moving his car onto the lift after he had left we noticed his brake pedal was not holding. He had been driving his car daily without any awareness that his pedal could be pushed to the floor.

Pulling a wheel we found his brake linings gone and a master cylinder defective. We reported the condition to him by telephone and

he let us go ahead on a master cylinder overhaul and brake reline job. Our safety check had brought us a \$33 sale and goodwill from the customer.

If we had done nothing but a routine lubrication, we could not have developed the closer relationship with our customer that comes from cautioning him on repairs that mean his safety.

In another instance where a customer brought his car in response to our lubrication reminder, we observed bumpy riding. Our lubrication man advised replacement of two front shock absorbers. When we told the customer that he would get a smoother ride if this were taken care of, he wanted it done.

He had noticed the condition when it first appeared, but had become accustomed to it and neglected looking into it. This meant a \$16 sale for us in addition to the \$1.25 lubrication.

Pumping the Prospect

A customer who does not respond to our lubrication card will get another postcard the following month. A third will follow after 30 days, and if there is no response, his name will be dropped. We should call him by telephone to learn whether he has moved or whether there is any cause for dissatisfaction, but at the present time we lack the time and personnel to follow through.

We are very conscientious about the door-jamb sticker, and keep our customer posted on what services were carried out and when. Making a habit of using the sticker and keeping it up-to-date are further evidence to the customer that his car is our serious interest. We find small things like this holding customers. A car driver, we believe, likes to feel that someone is worrying about him. And there are 14 to 16 of us at this station to look after him.

Direct mail brings people in. We have always believed that the potential for work is there, that you have only to point out to a customer what his car needs and he will be sold.

Show him a worn fan belt and the sale is yours.

Point out burned-out headlights and he will be glad you mentioned them.

The public does not have to be pressured. All you have to do is check his car and tell him what you find wrong. And you will get your fair share of work.

HIGHER OCTANES, INCREASED COMPRESSIONS, Require BETTER Valves...

zmc VALVES

BETTER for the following reasons:

ENGINEERING KNOW-HOW Serving OEM Since 1908

BI-METAL CONSTRUCTION Heads one Steel Alloy — Stems Another—zmc Specialized Specifications

ROTO MECHANISMS Both Positive and Release Types

STELLITE FACE Longer Life—Heavy duty applications

HEAT BANDS—Specialized Applications— Around VALVE head prevents burning

WAREHOUSED & SOLD BY:

PIONEER WAREHOUSE CO. (Herman Shields)
2314 Frent St., Meridian, Miss.
DISTRIBUTOR'S WAREHOUSE, 2434 Dennis St., Jacksonville, Fla.
WAGNER GEAR COMPANY, 3214 Locust St., St. Louis, Missouri
T. L. KIDD COMPANY, 123 Shuman Ave., Charlotte, N. C.
FRANK J. MERRYMAN CO., 419 Peachtree St., N. E., Atlanta, Ga.
NEAL GREENFIELD SALES, 309 E. Third St., Fort Worth, Texas
NEAL GREENFIELD SALES, 2916 Main St., Dallas, Texas

INSURE A BETTER JOB WITH zmc VALVE TRAIN PARTS



This Super Duty Seal on every
zmc Heavy Duty
Valve Box.

RICH MANUFACTURING

BATTLE CREEK
MICH., U.S.A.

BASIC VALVE MANUFACTURER

FOR ORIGINAL EQUIPMENT

SINCE 1908



Grips hex nuts
two faces—
on two corners.



Grips square nuts
on two faces—can
burr corners badly.

NUTMASTER exerts
pressure on three
faces—no burrs.

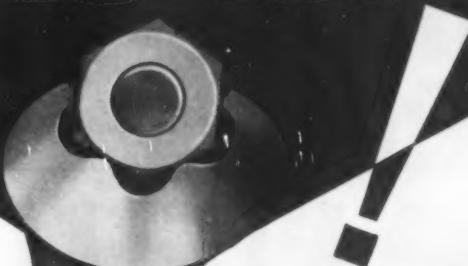


NUTMASTER gets
a firm grip on
badly worn nuts.



NUTMASTER takes
all shapes and
styles with ease.

Here's the Sensational New **NUTMASTER**



New Britain

PRESENTS THE GREATEST
OPEN END WRENCH DESIGN
IMPROVEMENT OF ALL TIME

IT'S HERE! the revolutionary, European designed Open End Wrench... now MADE-IN-AMERICA by NEW BRITAIN... that makes your work easier! The powerful turning forces are applied *only* on the FLAT FACES, *not* on the corners of nuts and bolt heads! NUTMASTER exerts tremendous torque—far greater than the conventional, open end wrench—puts on the pressure where it can't burr or deform corners.

This radically new design moves, locks, or unlocks any nut or bolt, hex or square, without any jockeying for fit. The slender head works easier in close quarters—seats instantly, turns better—even on battered nuts and bolt heads.

Tool-wise mechanics will go for NUTMASTER—it's lighter and less bulky—with a positive grip that decreases slippage and skinned knuckles. And...there's longer service life—no flat, inner jaws to spread.

Available in most popular sizes, the streamlined NUTMASTER is precision forged of finest alloy steel, triple plate chrome finish. Ask your NEW BRITAIN Jobber to just let you handle it—try it out on his NUTMASTER Action Display. Brother, you'll buy it! The New Britain Machine Co., New Britain, Conn.

NEED A *New Britain* HAND TOOL?
... PHONE YOUR JOBBER!



New Britain

NEW BRITAIN • CONNECTICUT **HAND TOOLS**



'58: MORE Inflation

(Continued from page 69)

the value of property to rise. You can also take advantage of the fact that we are located in a section of the country where the rate of property value increase is expected to exceed that in other parts of the country.

There seems little doubt that the value of real estate of the type you are using will increase 50% in the next ten years. Thirty per cent of the increase may be ex-

pected to come because of the depreciation of the dollar. The other 20% will be due to population pressure (three million people are added each year) and because of the fact that here in Georgia we are located in a rapidly expanding and highly favored area.

Some of you may believe that it is "too late" to buy real estate because values have already risen too far. Let me assure you that this is not the case. Some of you, on the other hand, may believe that you should put your money in a

savings account at four per cent. This procedure, however, is almost as bad as digging a hole and putting your "talents" in the ground. At four per cent your money will earn only one per cent because the dollar will have depreciated by three per cent while in the savings account. It is far better, therefore, to invest in the facilities you are operating or in something of a comparable nature. . . .

Some of you may wonder where indefinitely continued creeping inflation will finally lead us. To me, it seems to pose no special problem. Our money today is nothing more or less than a nationally-managed paper currency whose supply can be increased simply by printing more of it.

Does it really make any difference if it takes two dollars to buy what one once bought, if you have the two dollars when you formerly had only one? Frankly, the gold in Fort Knox may have a sentimental value, but so far as affecting prices and values is concerned, it might just as well be at the bottom of the Pacific ocean!

Higher Sales In '58

New-car production and sales during the 1958-model year will exceed 1957 by ten per cent.

The increase of ten per cent in new-car sales anticipated for 1958 will involve the sale of approximately 6.5 million cars. Sales in 1957 are expected to be 5.9 million cars. This would be equivalent to six per cent fewer cars than were sold in 1955.

I believe this assumption is in order because: (1) the large number of buyers of the 1955 models will finally be ready to buy again, (2) the greatest amount ever spent in any one year for any model changes will have been spent for the 1958 models, and (3) brand-new models for Chevrolet, Pontiac and Lincoln, plus a totally new car, the Edsel, will do a great deal to stimulate consumer buying.

The Edsel is the first completely new line to be offered by the "Big Three in 20 years. It is expected to be accepted enthusiastically. A totally new car is long overdue. The accelerated trend toward the small foreign car may also be expected to continue and to accelerate in the 12 months ahead. Emphasis now seems to be shifting from the two-car family concept to a car for each driver in the family. The continued movement of population to the suburbs is accelerating this trend. . . .



LOCAL SERVICE

The NADA Official Used Car Guide is now published in 8 regional editions, every 30 days to provide better service and even more accurate reporting in your local area.

In addition, the Guide contains many valuable features such as:

- Average Wholesale Value
- Average Retail
- Average Loan
(in most areas)
- Identifying Specifications and others



Quantity Prices on Request

NATIONAL AUTOMOBILE DEALERS USED CAR GUIDE CO.

2000 K Street, N.W., Washington 6, D.C.

NOW...Just One Case of Alemite Auto Aids..

puts you in the chemical business



And that isn't all! Look at the
Extra Sales Help you get with every case you buy!



- Compact "Sampler" carton display to "sell and sell" on sight!
- 3-in-1 container display shows all three Alemite chemicals together—out front where customers can see them!
- Consistent, hard-hitting national advertising—plus coordinated promotions in your market—via newspapers, radio and television!
- Traffic-stopping stand-up sign to create more fall tune-up sales!
- Copies of Alemite's "3-in-1" sales story to help you sell all three at extra profits!

Stock 'em...display 'em...make better
than normal profits
with

**ALEMITE'S
3-CAN, 3-WAY
FALL TUNE-UP!**

Money-back
guarantee on
all three!



- 1 Engine-protecting ALEMITE CD-2
- 2 Carburetor-cleaning ALEMITE KLEEN TREAT
- 3 Radiator-cleaning ALEMITE COOLING SYSTEM CONDITIONER

in a
**BIG
PROFIT
WAY!**

NEW ALEMITE "SAMPLER" CARTON DISPLAY

- Gives you a starting stock of 24 (8 of each) Alemite Auto Aids . . .

PLUS this extra profit on every
case you sell (offer expires Nov. 30th!)

YOU SELL FOR \$30⁰⁰ YOU BUY FOR \$18⁴⁹

**your profit on
just one case
\$12³¹**

call your jobber today!

ALEMITE

REG. U. S. PAT. OFF.
Division of STEWART-WARNER CORPORATION
1850 Diversey Parkway, Chicago 14, Illinois

New-car prices for 1958 will be approximately five per cent above those of 1957.

The new-car price increase, which we are certain to have, is but another indication of dollar depreciation and is caused directly by the recent round of wage and steel price increases. The expected increase will be accepted by the public because their incomes will also be higher.

You will be interested to know that in 1957 new cars cost the public seven per cent more than in

1956, and that used cars were up by 15% over the previous year. The price of used cars during 1957 was at the highest level of 2½ years. The increased cost of the 1957 car, coupled with the slower-than-anticipated sale of new cars, was primarily responsible for the increase.

Interest rates during 1958 will be increased moderately.

Although interest rates are expected to be advanced, the increase will not be enough to affect the sale of new or used automobiles.

Actually, the so-called "tight money" situation has had little real effect on automobile sales in 1957, nor is it expected to do so in 1958. The reason for the indicated preferential treatment of automobile loans is simply the fact that money invested in automobile paper yields higher returns than when invested in other ways.

Business in general will be good throughout 1958.

Almost everywhere there is a feeling of confidence and of good times. Never, in fact, have things been so good! Jobs are plentiful, incomes high and goods abundant. Government spending, and this includes federal, state and local spending, is generally expected to continue on an upward trend.

Consumer Spending to Rise

The highway building program, for example, will really begin to get underway during the year and will have an important impact on business generally. It is also expected that consumer spending will be increased as the housing industry is revived and as the anticipated recovery in the sale of appliances, other durables and the new cars gets underway. A sizable net gain in the gross national product, possibly four per cent, is anticipated for 1958. The gain for 1957 over 1956 is expected to amount to \$20 billion, an increase of five per cent.

Since new-car sales are expected to be up by ten per cent next year, franchised dealers will be able to wholesale a larger proportion of the trade-ins. This means that more cars — an estimated 15% — will be available for you to buy. Many franchised dealers, especially the so-called volume dealers, greatly prefer to wholesale the trade-ins whenever possible, since it enables them to "count their money every night!"

One of the biggest problems of 1957 has been the relative scarcity of clean used cars. This condition should be decidedly improved next year as the estimated 15% more cars become available.

For the remainder of 1957 — the next four months — it would be well for you to remember that wholesale values of used cars can be expected to drop by about three per cent each month. Used cars purchased during the first eight months of 1958, however, should hold their value very strongly with a decline of not more than one per cent per month. This was the pattern that was in effect in

Helping thousands of dealers make more money!

Pick BRAKE SAFETY CHART



**Get this FREE chart...another
Pick sales tool to build your profits!**

You get more from Pick . . . "like new" exchange shoes . . . quick service . . . complete coverage . . . PLUS the tools to help you sell! The Brake Safety Chart is one of these tools that make profits greater for thousands of dealers by helping them sell the complete job — the *pedal-to-wheel* job! Ask your Pick wholesaler for your chart . . . let it start working for you now.

PICK MANUFACTURING COMPANY
West Bend, Wisconsin

1956 and in 1957. Stable used-car values are an extremely important factor in making a profitable used-car business possible. You should, therefore, again have a chance to make excellent profits in 1958....

The proper kind of advertising of used cars, among other things, will continue to be important in 1958. It will pay you to remember at least two simple rules about car buyers. The first is that nine of every ten used-car buyers read the ads before purchasing a car. The second rule (and there are others of importance) is that where the price of the car is left out of the ad, 50% of the readers immediately look elsewhere....

Kentucky U-C Dealers Push Vehicle Titles

SUPPORT of a new motor vehicle title law which would help prevent Kentucky from being "the dumping ground for stolen cars in the Midwest" was pledged by the state's used-car dealers at a recent meeting in Louisville.

Addressing the group was State Deputy Commissioner of Highway Safety James E. Bassett, who referred to present vehicle-registration laws as "horse-and-buggy legislation." He said that despite a 126% increase in automobile registrations in the state since 1941, "there has been no major revision in (registration) laws in the last 20 years."

Among other things, Bassett told the body a new title law could reduce the number of automobile thefts, reduce and discourage traffic in stolen cars and parts, stabilize and improve the market for legitimate motor vehicles and accessories, and facilitate the tracing and recovery of stolen or abandoned vehicles for dealers and others.

NADA Guide to Cover Eight Localized Areas

EFFECTIVE with the September issue, the National Automobile Dealers Association's Guide will be published every 30 days for eight localized areas, instead of the previous six.

The change was effected to give more accurate reporting information for local used-car markets. Stated Editor Everett Lawrence, "This is just one of the many continuing improved services to our subscribers. With a circulation in excess of 144,000, we want to keep the NADA Guide first and foremost in the field."



- Handsome, colorful outer Porta-Pak carton helps sell batteries. Color-keyed for quick identification of wet and dry batteries.
- Strong, dependable, carrying strap built right in as part of the package, makes it easy to stock, install, and service batteries.
- And don't forget, Porta-Pak is available *only* on Willard Batteries. Another merchandising first by Willard.

Hubert would like to hear from you. Why not fill out and mail the coupon today? Happy Hubert will tell you why Porta-Pak keeps Happy, happy.

Aw! Why don't you fill out this coupon NOW!



Happy Hubert
c/o Willard Storage Battery Div.
246 East 131st Street, Cleveland, Ohio
OK, Happy, send me the dope on why Porta-Pak
keeps you happy.

Name _____

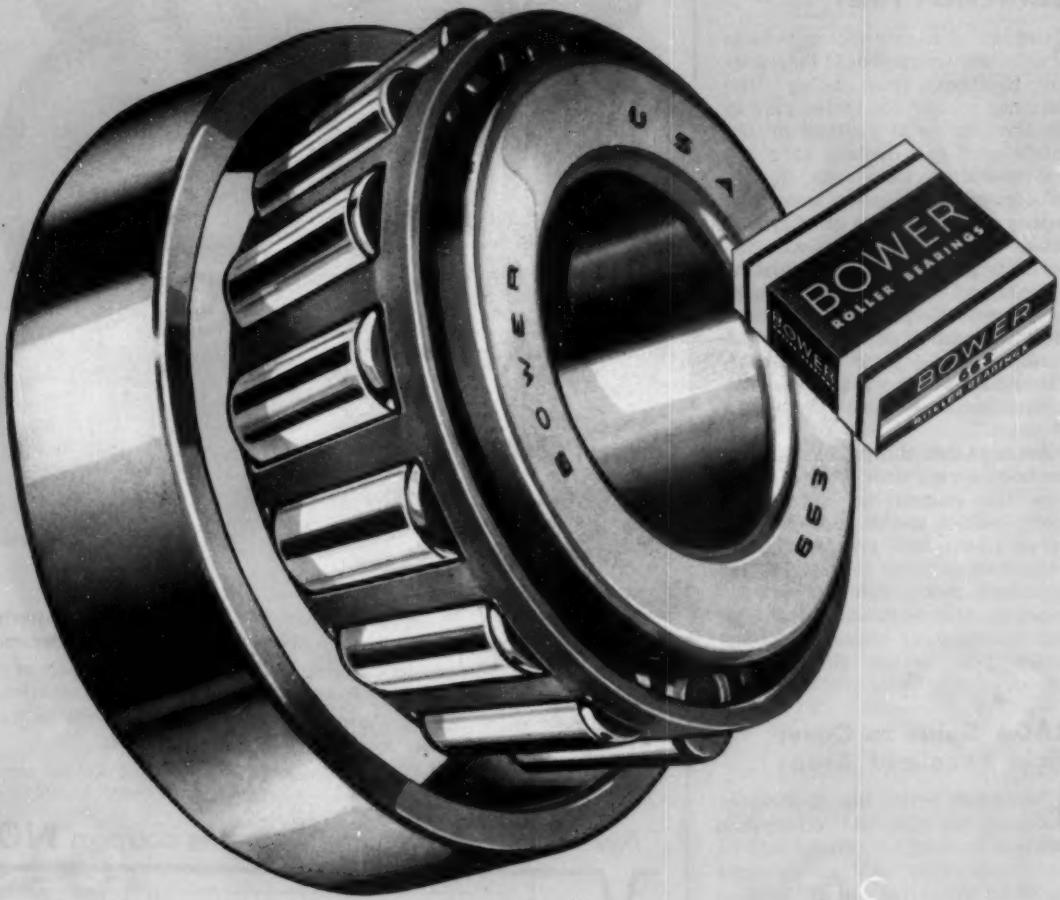
Address _____

City. _____ Zone. _____ State. _____

THE BEARINGS YOU NEED ... WHEN YOU NEED THEM

Bower tapered roller bearings hold adjustment and pre-load longer . . . because Bower Spher-O-Honed design gives you roller heads ground to the operating contour that other tapered bearings must acquire through run-in. Bower exclusive higher flange design provides large, two-zone contact for roller heads to improve roller alignment, cut down wear and resultant end-play. That means performance that's right for you and your customers.

Bower roller bearings are widely used as original equipment and are readily available when you need them for replacement work.



BOWER
roller bearings

FEDERAL-MOGUL SERVICE
DIVISION OF FEDERAL-MOGUL-BOWER BEARINGS, INC.



STOCK UP ON FAST-MOVING ROCHESTER PARTS AND KITS ... GET THESE HANDY NEW PARTS CABINETS NOW!



NEW ROCHESTER PARTS CABINET puts repair parts at your fingertips; makes inventory automatic and adds new efficiency to every job. Rugged, all-steel construction with baked enamel finish. Ask your Rochester-U.M.S. Representative today.



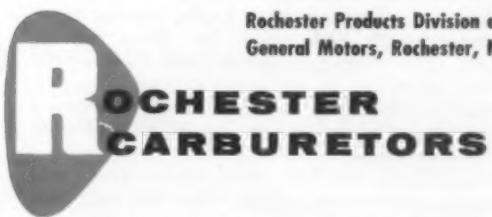
Meet Rochester's Big Three. Complete parts kits with all parts and gaskets (flange included). Gasket kits with all the gaskets plus flange. And, flange gaskets in individual envelopes.

Order Rochester's fast-moving parts and kits now, and get the story on these new Rochester parts cabinets.

Your Rochester-U.M.S. salesman is now offering four specially selected assortments of carburetor parts and kits to fit your specific needs. These Rochester parts and kits help you tap a market of over 22 million cars, simplify your inventory and speed your repair jobs by giving you just the right parts to do the job.

Call your Rochester-U.M.S. Representative now. Order the assortment of Rochester parts and kits that fits your needs. And ask him about the new Rochester parts cabinets.

Rochester Products Division of
General Motors, Rochester, N. Y.



SPECIFIED AS ORIGINAL EQUIPMENT ON MORE NEW CARS THAN ANY OTHER CARBURETOR



"This one will last, lady... it's a MERIT!"

There are plenty of good reasons why you can say that to your customers. Merit oval mufflers have up to $\frac{1}{4}$ heavier Cushion-Aire® shells, $\frac{1}{8}$ heavier outer heads, heavier inner parts for greater strength and longer life. They provide maximum silence, allow maximum power. And this easy-to-show quality costs no more.

Merit is a complete line from glass-packed mufflers to heavy service truck systems. *No need to pass up any muffler work when you sell the Merit line.*

Start now selling Merit—the high-profit, high-volume, and top-quality line of mufflers and pipes. Why not call your nearest Merit jobber today.



MERIT

MUFFLERS AND PIPES

Dept. SJ, 619 Smith St., Toledo 1, Ohio

12
 CANS DU PONT COOLING SYSTEM SEALER
FREE

(RETAIL VALUE \$12.00—Dealer offer expires Oct. 31)



with every 3 cases of any Du Pont № "7" Products

(OR 4 CANS FREE WITH EACH CASE)

New Car Wax
 No. "7" Polish
 M. O. A.
 Liquid Anti-Rust
 Car Wash
 Cooling System Sealer
 Fast Flush
 Cooling System Cleanser

Heavy-Duty Sealer
 Brake Fluid
 Spray Glaze
 Rubbing Compound
 "Dissolvo"
 White Tire Cleaner
 Chrome Polish
 Black-Rubber Dressing

Clear-Rubber Dressing
 Waterless Hand Cleaner
 Foam Cleaner
 Tire Black
 Clear Windshield Sealer
 Auto Wax
 Speedy Cleaner
 Bug Remover

Car Upholstery Cleaner
 Multi-Service Cleaner
 Acid and Rust Inhibitor
 Gas Guard
 Windshield Washer Fluid
 Black Sealing Compound
 Touch-Up Enamel
 "Orel" Rubber Lubricant

NOW—A FULL-LINE DEAL FOR FALL—extra profit for you on *every one* of the popular Du Pont No. "7" Products above! This offer of new Du Pont Cooling System Sealer that seals faster, better than the five other leading brands is available *for a limited time only* to encourage early ordering. Stock up now and make even more profit on your profitable Du Pont No. "7" Line.



BETTER THINGS FOR BETTER LIVING
 ...THROUGH CHEMISTRY

ANNOUNCING

Clevite 55

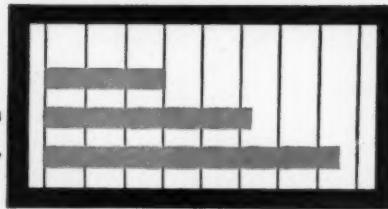
...FOR INTERMEDIATE-DUTY



Offering the right bearing for each application

RELATIVE LOAD CARRYING CAPACITY

MICRO
CLEVITE 55
CLEVITE 77



Clevite 77* for high-duty. Micro* for regular-duty. And now the new Clevite 55* for intermediate duty. Each bearing designed and developed to meet a specific need... all offering improved engine performance, less down time and lower maintenance costs.

Find out for yourself. See your nearby N.A.P.A. jobber today. He offers fast service on the complete Monmouth* bearing line.



*The words Monmouth, Clevite and Micro are registered trade marks of Clevite Corporation.

Monmouth
ENGINE BEARINGS

The Cleveland Graphite Bronze Co.
Division of Clevite Corporation
Cleveland 3, Ohio, U.S.A.



ECHLIN EXTRAS IN CONTACT ASSEMBLIES for all 3 systems

NO-SLIP,
HEAVY DUTY
BUSHING

STAINLESS STEEL
SPRING

BERYLLIUM COPPER
CONDUCTOR STRIP

PRE-SET SPRING
TENSION

RUGGED,
HEAVY DUTY
CONSTRUCTION

LARGE DIAMETER
MIRROR FINISH
TUNGSTEN



ADVERTISED IN
The Saturday Evening
POST



ECHLIN



Ignition

CONTACTS
COILS - CONDENSERS
& OTHER AUTOMOTIVE
ELECTRICAL PARTS

ECHLIN MANUFACTURING COMPANY • BRANFORD, CONN. • U. S. A.
ECHLIN IGNITION OF CANADA LTD. • 56 CONNIE ST. • TORONTO 15, CANADA

Southerners and Edsel

(Continued from page 72)

if I am not careful I spend half my time looking at the speedometer.

"It has balance. You don't have those sudden jolts when you hit a dip."

"I think they could have made the front end a little nicer. It looks a little too much like the old Studebaker. Other than that it is a mighty nice car."

"I like where they have the seat

adjustment knob. Most of them are down beside the seat."

James D. Hill, 38, driver for Roadway Express, who resides at New Market, Tenn., commenting after a two-mile spin:

"The warning light is a pretty good thing."

"I like the style of the front end. The padded dash is good for children. If you have to turn on your brakes, you may pitch a child against it."

"I think the rpm indicator should be on all cars if you want to take

good care of your motor."

"It has good headroom."

"I like where the automatic transmission buttons are and the way the instruments are arranged on the dash with everything handy to the driver."

"The rubber guards on the bumper guards are a good thing."

John Walton, 24, who travels the South as a driver for Roadway Express but lives in Cincinnati (after studying the car for 30 minutes but not caring to drive again so soon after hopping down from his cab):

"I like the styling and the location of the shift buttons."

"There's plenty of room for me and I'm six feet three inches."

Robert Gibson, 16, service station attendant, Fairmount, Ga., after observing the car for 15 minutes:

"It is really a nice-looking car."

Some older drivers admitted they did not like the new styling of many current models. Representative of this group was Arthur E. Rhollans, 55, a business teacher at Withrow High School, Cincinnati, who was interviewed at Maryville, Tenn., after studying the car for ten minutes.

Slow to Accept Changes

"It apparently takes me several years to accept distinctively different body shapes, such as Chrysler's fins. I do not like the center crease treatment of this car, which I believe is mostly like what was on the Mercury at first."

"I do not like such that you can't see what the ammeter is doing, for example, until there's trouble and a warning light comes on. I like the old style there."

It would have been a simple matter for the interviewer to have jotted down any number of the exuberant comments which began pouring out as red traffic lights gave the onlookers more than a quick glance. Any one with ears could hear a variety of complimentary remarks for those brief intervals.

The attention-catching car became a problem to protect its gleaming white and Edsel green interior from all sorts of invasions as groups quickly assembled when stops for food or fuel were necessary.

Almost everyone wanted to know the price range. Next question usually dealt with horsepower.

That the car will command a lot of interest for some time was obviously shown.

YOU get More for YOUR Money in a *Curtis* Air Compressor



For complete information write for Catalog #C-100.

and here's why!

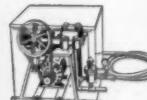
- Positive Unloader unloads compressor whenever it stops . . . Not affected by power failure.
- Fully enclosed Vacuum Type Crankcase . . . keeps oil in—keeps dirt out.
- Other Important Features—Timken Main Bearings; Adjustable, Centro-Ring, Pressure Oiling; Curtis-Built ASME Tank with ASME Safety Valve.
- And 103 years of manufacturing experience "built-in".



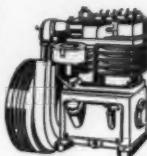
CAN COUNT ON
REMEMBER . . .
NOV
Curtis
OUR 103rd YEAR
MANUFACTURING CO.
PNEUMATIC DIVISION
1938 Kienlen Avenue • St. Louis 20, Mo.



AUTO LIFTS
SINGLE AND
TWO POST



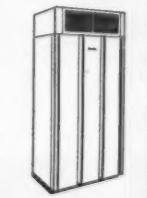
HIGH PRESSURE
CAR WASHER



INDUSTRIAL
AIR COMPRESSORS



AIR HOISTS
AIR CYLINDERS



PACKAGED AND
REMOTE AIR
CONDITIONING
EQUIPMENT

Jeep Registrations Top 1956 Figures by 1.1%

REGISTRATIONS of jeep vehicles increased 1.1% during the first six months of 1957, as opposed to an industry-wide decline from 1956 in total commercial vehicle registrations, according to C. A. Watson, general sales manager of Willys Motors, Inc.

While total commercial vehicle registrations dropped 7.1%, Willys registrations increased 1.1% during the six-month period, Watson said, with jeep vehicles accounting for 2.5%.

He attributed the increase largely to the introduction of the "forward control" models with highly compact payload capacity.

New Speed Control

(Continued from page 86)

speed is called for, the driver simply pushes down on the accelerator. Upon releasing the pedal, the Speedostat again returns the automobile to the pre-set speed.

The speed selector can be reset to any other speed during manual or automatic operation. Automatic operation is immediately cut off by touching the brake pedal.

Here, from a mechanical standpoint, is how the Speedostat works:

The speed control is driven by the transmission and brought into action by a variable speed selector located on the dashboard or steering column.

A small, reversible electric motor activates the linkage to the accelerator pedal and carburetor. Contact points for forward and reverse energizing of the motor are closed and opened by a flyball governor under control of a helical governor spring that is depressed or released to calibrated positions by a cable from the speed selector.

In automatic operation, the button recessed in the axis of the selector lever closes a circuit, when pushed, that energizes an electromagnet. The magnet pulls down a latch which couples accelerator linkage and governor linkage. This electromagnetic circuit is broken instantly when the brake pedal is touched, thereby releasing the latch and returning accelerator linkage to the control of the driver.

The device is reportedly free of almost any servicing needs, expected to be in use 50,000 to 75,000 miles with no attention, once the car owner's desired pressure (set by a spring) on pedal has been set.

President William B. Prosser of Perfect Circle said at least four models of one "Big Three" factory would offer the device. He estimated it would retail for \$75 to \$100.

When complete installation kits, in wide variety to meet available under-the-hood space, can be turned out, Inventor Teetor said the product would likely enter the replacement market.

Prosser said that bus and truck fleets might afford the best immediate replacement market, but

this field has not been explored.

Ralph Teetor has made many other contributions to the automotive industry, chiefly in the design of piston rings. A graduate of the University of Pennsylvania engineering school and a former president of the Society of Automotive Engineers, he lost his sight in early childhood and has perfected his inventions entirely unaided by sight.

In recent years, he has found his speed perception less reliable because of better-designed cars and roads.

for greater safety

scientific light pattern from new K-D turn signals

K-D engineers after two years of research have pioneered the last word in Class A Turn Signals. The colorfast $4\frac{1}{4}$ " Lucite lens is designed to produce maximum candle power with perfect SAE pattern . . . places all available light where it belongs . . . without waste. Lens secured by four screws . . . gasketed for weather-tight service. Bellows type rubber grommet encases lead wires . . . positive contact . . . moisture proof. Heavy gauge body with reinforcing plates. Available in black enameled bonderized steel or highly polished chrome. KD 752 may be used as Turn Signal, Stop and Tail Lite. KD 753 Two Face Turn Signal controls rays so that no blinding light from rear lens can strike driver's eyes! KD 756 . . . bolt mounted on any flat surface . . .



KD 753



KD 752



KD 756



KD 722

CLASS A SWITCHES
fused for burn out
proof operation.



KD 720

The Complete Line Turn Signals, Stop and Rear Lites, Truck Mirrors, Reflectors, Clearance Marker Lites are representative of K-D's single-source service.

K-D LAMP COMPANY

1910 ELM STREET • CINCINNATI 10, OHIO

WAREHOUSES: ATLANTA - BOSTON - CHARLOTTE - CHICAGO
DALLAS - KANSAS CITY - LOS ANGELES - MEMPHIS - MINNEAPOLIS
NEW YORK - PHILADELPHIA - SAN FRANCISCO - SEATTLE - TORONTO



Fourth of Accidents Would Cease Under Inspections, Official Asserts

ONE-FOURTH of all motor accidents might be prevented if regular inspection were made to catch mechanical defects in time.

That is the opinion of Motor Vehicles Commissioner Frederick N. Clarke of New Hampshire, who expressed his viewpoint in connection with publication of *American*

Standard Inspection Requirements for Motor Vehicles by the American Standards Association.

Chairman of a national committee which developed the standard under ASA procedures, Clarke called for a strong program to prevent the climbing toll of motor vehicle accidents.

"Such a program," he said, "must give full attention to two factors: first, a strict licensing procedure and enforcement, and, secondly, no vehicle should be on the highway without being approved by proper inspection."

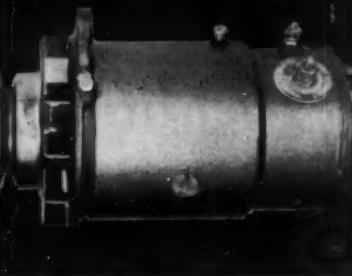
He pointed out that 14 states and the District of Columbia now require inspection. "Only 25% of the vehicles in the country could pass the required inspections, according to the records of the 14 states and the district," Clarke said.

To develop a uniform code which would enable each inspector to know what to look for, representatives of automobile manufacturers, motor car owners, fleet operators, insurance companies, motor vehicle administrators, state highway officials, safety experts and equipment manufacturers worked together within the framework of the ASA.

Clarke said that the new standard gives recommended practices for inspection stations. It outlines the methods to be followed in checking steering, alignment and suspension, tires and wheels, exhaust and fuel systems, brakes and glazing. It gives causes for rejection of these inspection points. The registration plates, body items and miscellaneous equipment, such as fire extinguishers and emergency warning devices, are also covered.

Your only
"Comebacks"
are
Satisfied Customers
with
KIMCO...

GENERATORS



ARMATURES

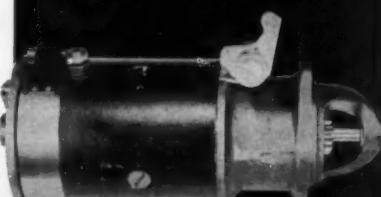


Satisfied customers mean repeat business . . . more sales . . . more profits for you. That's the big reason for using precision-rebuilt KIMCO Generators, Starters and Armatures. You can count on them for top quality, top performance—every time! Go KIMCO! Write today for catalog and price list on KIMCO Generators, Starters and Armatures . . . and the complete KIMCO line of rebuilt auto products.

KIMCO
AUTO PRODUCTS, INC.
1520 Texas St. • Memphis, Tenn.

GENERATORS
STARTER MOTORS CLUTCH PLATES
ARMATURES BONDED BRAKE SHOES
STARTER DRIVES MASTER CYLINDERS
SHOCK ABSORBERS WATER PUMPS
VOLTAGE REGULATORS FUEL PUMPS
DISTRIBUTORS CARBURETORS
CLUTCH PRESSURE ASSEMBLIES

STARTERS



British Parts Supplier Opens Warehouse

POINTING up the unparalleled growth of British car sales in the United States, Lucas Electrical Service, Inc., principal supplier of electrical equipment for all English automobiles, has opened new headquarters and warehouse facilities at 501-11 W. 42nd St., New York City.

The move represents an expansion and consolidation of the firm's main warehouse, distribution and general offices in this country. The building, opposite the new West Side Airlines Terminal, is a two-story-and-basement structure containing 15,000 square feet of storage space and designed to permit future floor additions when further expansion is necessary.

The company warehouses over 8,000 separate components which are standard equipment on the Austin, Austin-Healey, Bentley, English Ford, Hillman, Jaguar, Morris, MG, Rolls-Royce, Rover, Sunbeam Rapier, Triumph, Vauxhall Victor and other European cars.

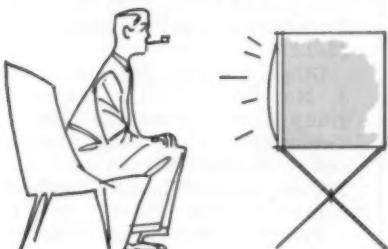
WE'RE GOING TO TOWN...YOUR TOWN

with powerful selling support for the PEAK "EXPERT DEALER" PROGRAM

Look at
this national
and "Hometown"
advertising
backing!

Page ads in Life, Saturday Evening Post, Successful Farming, Capper's Farmer!

The ads will tell over 45 million readers to look for the sign of the eXpert to get a special Pre-Winter Checkup when they buy their anti-freeze early! Put up your sign to tie-in!

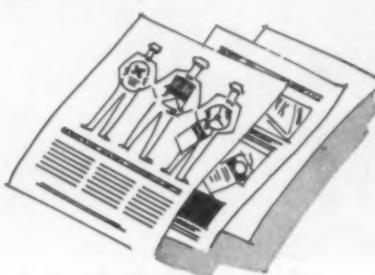


Spots on local television stations!



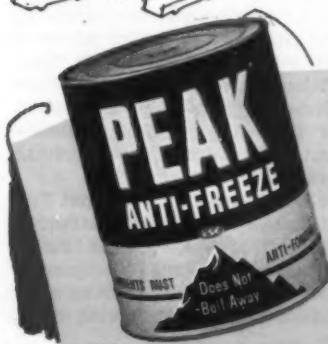
Newspaper advertising on the sports pages!

We're using TV spots to send car owners your way *early* for PEAK® Anti-freeze and the Pre-Winter Checkup. Use the Wheel Tags to open the door to extra winter sales.



Eye-catching billboards at heavy-traffic locations!

Here's saturation coverage on a day-after-day basis. These colorful billboards remind car owners to look for the sign of the eXpert! Tie-in to cash-in . . . use all the sales aids you get when you stock PEAK!



**STOCK PEAK
AND
YOU SELL
THE BEST!**

- PEAK gives unsurpassed all-winter freeze protection.
- PEAK gives better protection from rust and corrosion than any other nationally advertised brand.
- PEAK is guaranteed.

Commercial Solvents Corporation, 260 Madison Ave., New York 16, N.Y.



It's a woman's world to John G. Miles, Gadsden, Ala., Dodge-Plymouth dealer, who put that philosophy to work last year and watched his sales soar 21.7%. Miles maintains that women are easily sold on a car's styling and safety features and can make their husbands buy it. In photo are (l. to r.): Miles, Chester O. Studdard, sales manager; Robert T. Byrd, parts manager, and Robert Lee, service manager.

Alabama Dealers to Hear NADA's Fred Sutter

FRED Sutter, president of the National Automobile Dealers Association and a Dodge-Plymouth dealer from Columbus, Ind., will address the 22nd annual convention of the Automobile Dealers Association of Alabama at the Buena Vista Hotel in Biloxi, Miss., Sept. 22-23.

Other speakers will be Byron J. Nichols, general manager of group marketing for the Chrysler Corporation, Elson Sims, Vincennes, Ind., Ford dealer, and Earl Tucker, Alabama humorist and columnist.

Vice-President Frank R. Broadway announced that the program will be one by dealers, for dealers, to best benefit dealers in their day to day operation. Outstanding entertainment is planned, he said, and members are urged to bring their wives.

Ford Announces Progress In Anti-Smog Research

FORD engineers revealed their progress in anti-smog research, including discovery of a promising chemical to purify automotive exhaust gases, at a meeting of the Society of Automotive Engineers in Seattle, Wash., last month.

The purifier or oxidation catalyst is vanadium pentoxide, a yellow powder, said to effectively eliminate more than 80% of the offensive hydrocarbons for 100 hours in laboratory tests with a single-cylinder engine. The duration of this high effectiveness equalled about 4,000 miles of actual driving, it was said.

It was also announced that Ford had developed a "hydrocarbon integrator," a long-sought instrumentation system to measure hydrocarbon emission from a car exhaust under any driving condition.

**test fuel pumps
ON THE CAR IN 4 MINUTES**

Make a complete fuel pump test a part of every tune-up job. Just hook up this flexible neoprene connector to any carburetor . . . no other fittings needed. Check pump pressure, vacuum and capacity in one operation.

Get your FPT-6 tester and Bow-Tie as a **SPECIAL BONUS** with each NPIII deal.

KEM NPIII DEAL

A selection of new fuel pumps all made with famous Lifetime Bunalon® diaphragms . . . Two Micro-Bronze Lifetime® fuel filters . . . in an attractive display

PLUS YOUR TESTER AS A BONUS

the secret of
selling fuel pumps...
test before breakdown

TESTING SELLS PUMPS

KEM MANUFACTURING CO., INC. 20-21 WAGARAW ROAD, FAIR LAWN, N. J.



GM and Ford Review Seat Belts

Before Congressional Committee

EXECUTIVES of both General Motors and Ford Motor Co. agree that use of seat belts by car passengers can be beneficial in accidents, but their opinions differ on the over-all value of the safety contrivance.

That was the information brought to light at a special hearing on the subject by the house subcommittee on traffic safety of the committee on interstate and foreign commerce in Washington.

Charles A. Chayne, vice-president in charge of the engineering staff for General Motors, told the subcommittee that GM for years had "actively studied seat belts, shoulder harnesses and other types of restraining devices for automobiles as a means of protecting the occupants in event of accident."

Belts Can Help, But—

"With all our accumulated road mileage using belts and harnesses, we had no accident experience," Chayne said. "However, the experience gained through our barrier crash, snubbing tests and other studies showed that under many accident conditions occupants would benefit if suitably restrained."

Chayne pointed out, however, that despite existing tests on crash-worthiness of seat belts the automotive industry is not yet "in a position to determine accurately what effect forces in actual traffic accidents have on live human occupants."

Representing Ford Motor Co. at the hearing, Group Vice-President Robert S. McNamara of the car and truck divisions stated that today's deaths and serious injuries from traffic accidents could be halved by the use of seat belts in all cars and trucks.

McNamara stated that Ford's decision two years ago to pioneer in sale of seat belts as factory-installed options followed "many months of extensive tests and a thorough analysis of data received from actual crashes."

"It is our opinion that use of seat belts in all cars and trucks on the American road today would reduce the 40,000 fatalities annually to less than 19,000 and would reduce the 1,000,000 serious injuries to no more than 500,000," he said.

Harry T. Gooch Dies

Harry T. Gooch, Chevrolet-Buick-Oldsmobile dealer, Troy, Mo., died of a heart attack recently. Gooch was a past president and director of the Missouri Automobile Dealers Association.

Dodge Ups Petrie at Charlotte

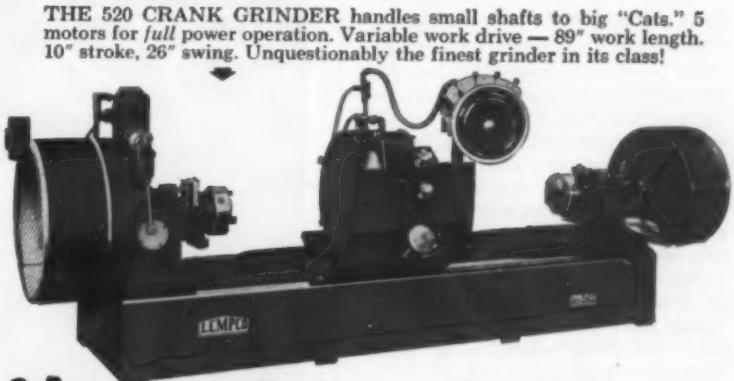
Howard R. Petrie has been appointed regional manager at Charlotte, N. C., by Dodge Division of Chrysler Corp.



THE 530 DRUM LATHE for passenger and heavy duty drums. 8 feeds, 5 spindle speeds, drum capacity, 13½" depths and up to 30" dia., Timken adjustable bearings. Tops for all purpose work!



THE 545 SURFACE GRINDER handles all cylinder heads, including V-8's and manifolds. Overhead grinding wheel, grinds face up to .001 accuracy. Work leveled without clamping or distortion. Dial indicator measures stock removal. All controls front mounted.



THE 520 CRANK GRINDER handles small shafts to big "Cats." 5 motors for full power operation. Variable work drive — 89" work length. 10" stroke, 26" swing. Unquestionably the finest grinder in its class!

Money-Makin' Machines!

That's what jobbers call their Lempco shop equipment. Why? Because every Lempco machine is

- Designed to turn out more work better and faster.
- Ruggedly built to the most exact specifications.
- Planned to handle today's and tomorrow's jobs with equal speed and accuracy.
- Equipped with time and money-saving features found in no other machines.

Write for catalog to LEMPCO PRODUCTS, INC., 5490 Dunham Rd., Bedford, Ohio

LEMPCO

Lempco's "Partnership Terms"
let you buy out of income!

Products, Inc., Bedford, Ohio

Subsidiaries: Lempco Automotive, Inc., Lempco International, Inc., Evans Reamer and Machine, Inc.
Manufacturers since 1918 of Automotive Replacement Parts • Crankshaft & Surface Grinders • Hydraulic
Arbor Presses • Brake Drum Lathes & Grinders • High Speed Reamers.

Rear Lights Most Often at Fault, Car, Truck Safety-Check Reveals

REAR lights, for the third consecutive year, led the list of ten items on cars and trucks checked and found most frequently in need of immediate service attention.

That was brought out last month in compilations from the 1957 National Vehicle Safety-Check program carried on in some 1,300 communities earlier this year. The program is sponsored annually by the Inter-Industry Highway Safety Committee, Look Magazine and the National Association of State Safety Coordinators.

Committee Chairman H. D. Tompkins, a Firestone Tire & Rubber Co. vice-president, in announcing results of the nationwide campaign, emphasized that one out of every five vehicles checked during the program was found in need of maintenance for safe driving. Approximately 2,600,000 cars and trucks were checked.

Brakes Found Guilty, Too

Tompkins stated that other items most frequently found inadequate for safe driving were brakes, front lights, exhaust systems, tires, steering, windshield wipers, glass, horn and rear-view mirror.

He commended the more than 160,000 owners who were reported as having necessary repairs made and returned for rechecks.

"In these days of increased travel it is important that all owners place increasing attention on the safe operating condition of their vehicles," Tompkins said.

This year a new record of voluntary citizens' support was established as more than 750 of 1,300 supporting communities reported results of their local vehicle safety-check programs. The combined community efforts of public officials, safety, civic and business groups, as well as dealers of the automotive and allied industries, accounted for 90% of the total vehicles checked.

According to Tompkins, an outstanding example of community interest and support was demonstrated in Cheyenne, Wyo., where 3,000 of the city's 31,000 citizens helped plan and conduct their fourth annual program. In 1955, Cheyenne's program led to the establishment of a year-round citizen traffic safety organization.

Fifty-five other cities and ten

counties throughout the country — including Great Bend, Kan., and Orange County, Fla. — were cited for outstanding community projects.

Tompkins emphasized that only 14 states and the District of Columbia today require periodic motor vehicle inspection.

Of 1,604,320 vehicles checked, he said, 321,351 (20%) needed repair. Percentage breakdown for individual items checked and needing repair was as follows:

Rear lights, 24.0%; brakes, 19.1%; front lights, 16.8%; exhaust system, 10.4%; tires, 8.0%; steering, 6.7%; windshield wiper, 5.9%; glass, 4.8%; horn, 2.8%, and rear-view mirror, 1.5%.

M. R. "Bud" Darlington, Jr., is the veteran managing director of the Inter-Industry Highway Safety Committee at Washington.



*How many different
models of thermostats
must you stock?*

NADA Has Public Service Theme For 1958 Miami Beach Convention

"To SELL — Serve" has been selected as the theme of the '58 National Automobile Dealers Association convention, scheduled for Miami Beach, Fla., Jan. 11-15, Convention Committee Chairman Charles Tutan recently announced.

An NADA director, Tutan is president of Tutan Motors (Dodge-

Plymouth) in Miami. Other convention committee members are John H. Lander, Atlanta, Ga.; W. S. Edwards, Jr., Birmingham, Ala.; L. Flowers Hamrick, Greenwood, Miss.; J. W. Pickens, Orangeburg, S. C.; Walter C. Mallory, Orlando, Fla., and Walter M. Kiplinger and Roy Smith, NADA convention and

exhibition managers, respectively.

The committee is currently working on a program aimed at greater profits in 1958 for the more than 10,000 delegates expected to be on hand for the 41st annual meeting. All phases of dealership operation will be covered by nationally-known speakers, with the accent on serving the public.

An NADA equipment exhibition will run concurrently with the conclave and will be housed in two tents to be erected adjacent to the Miami Beach auditorium, scene of convention activities. The exhibition, in its 11th year, will include the latest, most modern equipment and tools and will cover an area exceeding 40,000 square feet.

A convention highlight will be the second annual appearance of a service consultation hall, where dealers can consult factory service directors.

With Dole—the answer is 26

.... to service all makes of passenger cars, most trucks, tractors, commercial vehicles, industrial and marine engines.

If you handle thermostat A you must stock 40 different models

" "	"	B	"	"	66	"	"
" "	"	C	"	"	44	"	"
" "	"	D	"	"	52	"	"
" "	"	E	"	"	58	"	"
" "	"	DOLE DV Thermostats you stock only 26 models					

That's a fact. A complete inventory of Dole Thermostats includes only 26 models.

And remember... Dole Thermostats are standard equipment on nineteen (19) out of twenty (20) top passenger cars*; also most trucks, commercial vehicles, tractors, and industrial and marine engines.

The trend is to DOLE.

The reason—Dependability.

*as listed in Automotive News.

Control with



THE DOLE VALVE COMPANY

6201 OAKTON STREET, MORTON GROVE, ILLINOIS (Chicago Suburb)

Commercial Credit Has Record '57 Income

VOLUME of motor wholesale acquired during the first six months of 1957 by Commercial Credit Co. substantially exceeded that for the similar period last year.

The company's semi-annual report, recently released, indicated that with the inclusion of farm equipment wholesale during the first six months of 1957, an increase of 37% over 1956 resulted.

The volume of motor retail receivables acquired during the '57 period was down slightly, compared with the similar period in '56, while the motor and farm equipment retail outstanding on June 30 were up approximately 10%, compared with the same period last year. The company entered the farm equipment finance business on Nov. 1, 1956.

C. T. McClure Appointed Chrysler Service Head

APPOINTMENT of Claude T. McClure as director of service has recently been announced by Clare E. Briggs, Chrysler Division's vice-president in charge of sales. McClure will administer all Chrysler and Imperial service activities and develop service programs and policies, Briggs said.

A Garland, Ala., native and ex-student of the University of Georgia, McClure joined Chrysler in 1948 as central service representative in Miami. He went to Detroit in 1955 as technical manager of Chrysler Division service.

HELPFUL BOOKLETS FREE!

On this and the following pages is an excellent selection of free Automotive literature. List numbers of those desired on the coupon and mail to SOUTHERN AUTOMOTIVE JOURNAL.

101 WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6—Gives full information on Curtis Air Compressors, Curtis Oil Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kienlen Avenue, St. Louis 20, Mo.

102 MODEL NUMBER INTERCHANGE—Handy reference sheet with complete listing of all passenger cars by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Kem Mfg. Co., 20-21 Wagaray Rd., Fair Lawn, N. J.

105 WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN—Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings, and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

106 CAP MERCHANTISER—How to increase profits by use of radiator and gasoline cap Merchantiser. The space saving Merchantiser saves you time and money while increasing sales and profits. Ask for detailed information. Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

108 1957 EDITION OF 12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS—Contains description of 12-volt automotive electrical equipment used on 1957 model cars, giving special emphasis to the new external adjustment type distributor and the enclosed shift lever type cranking motor. Recommendations for periodic servicing, checking and adjusting of the charging, starting and ignition systems are discussed. Special section devoted to trouble shooting of 12-volt electrical equipment. Technical Literature Section, Delco-Remy Div., Anderson, Ind.

109 AMMCO BRAKE SERVICE, ENGINE REPAIR, AND HONING TOOLS AND EQUIPMENT—Catalogs, describing the Ammco line of brake drum lathes, brake shoe grinders, brake drum micrometers, brake shoe setting gages, brake hoses, brake bleeders, brake safety checking instruments, pin fitting honing machines, small bore hoses, cylinder hoses, cylinder surfacing hoses, ridge reamers and torque wrenches. Ammco Tools, Inc., 2110 Commonwealth Ave., North Chicago, Ill.

110 HEAVY DUTY AUTOMOTIVE AIR TOOLS—Complete details including prices on heavy duty air Impactools and accessories, tire service tools and IMPACutter. Proof of time, labor, and money savings on many automotive service jobs. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form No. 38-808. Alemite Div., Stewart Warner Corp., 1826 Diversey Parkway, Chicago 14, Illinois.

114 32 REASONS FOR OIL CONSUMPTION—An easy-to-use, indexed corrective manual listing 32 major oil consumption problems and remedies. Informative, illustrated, prepared by one of the top technical staffs in this field. Write—Oil Consumption Booklet, American Hammered, 2001 Sanford Street, Muskegon, Mich.

116 TOOLS FOR AUTOMATIC TRANSMISSION SERVICE—Tools and il-

lustrated instructions for servicing Olds, Cadillac, Pontiac, Lincoln, Nash, Hudson, Kaiser, Frazer, Ford, Mercury and Chevrolet automatic transmissions are shown in a catalog supplement offered by Blackhawk Hand Tools, New Britain, Conn.

119 RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

120 NEW GRIZZLY BOOK—Nine basic steps to extra miles of safe braking. Illustrated charts enable maintenance man to visualize faulty braking conditions and help them in trouble shooting and servicing truck and bus brakes. Grizzly Mfg. Co., 700 W. Caroline St., Paulding, Ohio.

122 TIRE RETRUEING—An illustrated bulletin about this newest extra profit service. Describes Bear "On-A-Car" Service which makes possible tire retruing right-on-the-car. Explains method using most advanced truing principle. Bear Mfg. Co. Dept. SAJ, Rock Island, Ill.

123 AERO-SEAL HOSE CLAMPS—An illustrated 4-page folder giving clamp ranges, mechanical information, engineering data, stock numbers, packaging, etc. Breeze Corps., Inc., 700 Liberty Ave., Union, N. J.

127 HYDRAULIC BRAKE FLUID SERVICE — HOW TO CHECK, DRAIN, FLUSH, REFILL, BLEED—Easy reference book that contains helpful service instructions as well as detailed descriptions and illustrations of the latest methods and procedures for profitably servicing hydraulic braking systems. Send for Bulletin HU-17H, Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

129 TOOLS FOR FORDOMATIC AND MERCOMATIC TRANSMISSIONS—New 12 page catalog giving complete instructions with illustrations for all tools necessary to adjust and overhaul Fordomatic and Mercomatic transmissions. New Britain Hand Tools, New Britain Machine Co., New Britain, Conn.

130 VALVE CATALOG—A new 166-page catalog of valves, valve guides, valve seats, valve openings and other valve components is offered by Rich Mfg. Corp., Battle Creek, Mich.

132 AUTOMOTIVE SERVICE GUIDE—A practical and factual presentation of the use of Impactools in automotive servicing. Contains time study reports showing how dealers and shops can increase profits for both themselves and their mechanics. Automotive Service Guides are now available for Ford, Chevrolet, Plymouth, Oldsmobile, Hudson, Studebaker, and General Truck service. Specify which Guides you want. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

133 CATALOG NO. 56—Features more than 300 Champ-Items automotive replacement parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

134 STREAMLINER CATALOGS—Moog Coil action front end parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

137 DELCO-REMY ELECTRICAL SERVICE—A 20-page 8½x11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures). A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

138 PLUG CHEK—A colorful wall banner showing condition of spark plugs under various driving conditions. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Co., Toledo 1, Ohio.

139 AIR COOLED ENGINE VALVES—A complete 8-page & cover catalog of valves for air-cooled engines and locks, first offered by any replacement valve manufacturer. Lists replacement valves for leading manufacturers of engines used for powering lawn mowers, garden tractors, mixers, conveyors, pumps, combines, industrial engines, refrigeration units. Rich Mfg. Corp., Battle Creek, Mich.

140 PRESSURIZED COOLING SYSTEM—Servicing and maintenance of the pressurized cooling system is detailed in a booklet available from Stant Mfg. Co., 1620 Columbia Ave., Connersville, Ind.

141 NEW PISTON RING CATALOG—full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6651 Easton Ave., St. Louis 14, Mo.

144 RADIATOR SERVICING EQUIPMENT—A new 48-page book "Blueprint for Profit" explains big profits servicing radiators, explains the Inland method, illustrates and describes Inland equipment, free factory training school, payment plan, etc. Inland Mfg. Co., 1108 Jackson St., Omaha 2, Nebraska.

147 NEW LIGHTING SPECIFICATIONS BOOKLET—illustrated 12 pages lists all the new American Trucking Association recommendations. Gives uniform specifications of wiring and lighting of commercial vehicles. Write to Signal Stat Corp., 523 Kent Ave., Brooklyn 11, N. Y.

149 TIRE & TUBE REPAIR MATERIALS—are listed in this new 12-page catalog. Gives the complete line offered and also the stock numbers, quantity in package and the shipping weight. Ace Rubber Co., P. O. Box 6147, Dallas, Texas.

152 MODEL 911 ROCKER ARM RE-FACER—All technical data and operating procedures are contained in this bulletin. Also, advantage features of the Rocker Arm Refacer are clearly defined. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

155 HOW TO SELL MORE OIL, OIL FILTERS, LUBRICATIONS & TBA ITEMS—12-page illustrated booklet gives profitable tips on increasing your sales and making every customer a happy customer. Pullman Vacuum Cleaner Corp., 25 Buick St., Boston 15, Mass.

156 BONDO PLASTIC FIBERGLASS PASTE DIRECTION FOLDER—8 pages of easy-to-follow, how-to-do-a better body repair job with this "miracle body filler that hardens like rock." Easily, quickly and conveniently applied, Bondo permanently restores surfaces "like new" for automotive, marine, and industrial repairs of metals, wood, stone and concrete. Bondo Div., Jaycee Chemical Corp., 1104 Forest Road, Northford, Conn.

159 CONNECTING ROD RECONDITIONING—bulletin for automotive shops describing a new simplified method of grinding and honing connecting rod caps and bearing bores. It gives operation details and full information about the new model 125 Rodmaster connecting rod grinding and honing machine. The new machine tool fits in small space on a bench and is fast and accurate. Storm-Vulcan, Inc., 2225 Burbank St., Dallas, Texas.

160 SUGGESTED SHOP PRICES ON MACHINE SHOP OPERATIONS—A 24-page booklet giving suggested shop prices on everything from align bore blocks to valve jobs. Prices represent average price gathered from jobbers in U. S. and Canada. Van Norman Automotive Equipment Co., 3640 Main St., Springfield 7, Mass.

161 COMPLETE REBUILT LINE—A 122-page catalog covering a complete line of top quality rebuilt products for automotive and tractor units is now available to both present and prospective users of the Kimco line. For all information write Kimco Auto Products, 1520 Texas St., Memphis, Tenn.

162 BONDO SERVICE BOOKLET—Illustrated—Described in complete detail application and uses of plastic-fiberglass paste for the auto body repair—showing different types of repair work and advantages and how to save time on body work. Bondo Div., Jaycee Chemical Corp., Northford, Conn.

163 TIRE TOOL CATALOG sheets show you the complete Ken Tool line giving specifications for each. Includes explanation of how and where each tool should be used to most profitable advantage. Ken Tool Mfg. Co., 768 E. North St., Akron, Ohio.

**HELPFUL
BOOKLETS
FREE!**

164 AIRTEX FUEL PUMPS—New and rebuilt fuel pumps. Catalog AX-70. Airtex Automotive Div., Inc., Fairfield, Ill.

167 TOOL CHEST BULLETIN—Descriptive literature of the Hust tool chests and cabinets including the Hust Parts Cab designed for you to have rolling storage for tools. Hust Mfg. Company, 587 N. Wheeler St., St. Paul 4, Minn.

168 CRANKSHAFT GRINDER MANUAL—A colorful 8-page manual containing engineering, construction and operation details of the new Storm-Vulcan model 15-A Crankshaft Grinder. It is well illustrated for easy understanding, and describes fully the special features and advantages of the new 15-A Crankshaft Grinder designed for fast production and precision. Storm-Vulcan, Inc., 3925 Burbank St., Dallas, Texas.

169 ADVANTAGES OF FILT-O-REG COMBINATION FUEL PRESSURE REGULATOR-FILTER—on every gasoline engine. Solves carburetor troubles caused by excessive fuel pump pressure. Explained in a new bulletin. Write Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19, Calif.

170 TO TRUE OR NOT TO TRUE—2-page illustrated booklet gives practical advantages of tire truing. Shows you how tire rounding increases tire mileage and how this can be a profitable business for you. Bee-Line Co., Davenport, Iowa.

171 ILLUSTRATED CATALOG of test equipment for 6 and 12 volt automotive Testing and Servicing. Allen Electric & Equipment Co., 2101 N Pitcher St., Kalamazoo, Mich.

173 HYDRAULIC PARTS—Complete master catalog of the complete line of El hydraulic parts. Lists and illustrates the complete line of repair kits, hoses, stop-light switches, brake-master and wheel assemblies. Information complete up to 1954. El Automotive Corp., Middletown, Conn.

175 A-1950 SPARK PLUG SHOP MANUAL, contains inspection, cleaning and installation procedures as well as spark plug heat range system. E. Jambor, AC Spark Plug Division, Flint 2, Mich.

178 A-2416 OIL FILTER INSTALLATION AND SERVICE MANUAL—E. Jambor, AC Spark Plug Div., Flint 2, Mich.

180 THE LAMSON NO. 56-A AUTOMOTIVE CATALOG—Completely revised, illustrated reference book of fasteners including Plated Cap Screws and Nuts, Brass Nuts, Expansion Flags, Assortments, Brake Lining Fasteners, Bumper Bolts, Tapping Screws, Flat and Lock Washers, Truck Wheel Studs, Stove Bolts, Cotter Pins and many other items. List prices, dimensions and carton quantities are given. Lamson & Sessions Co., 1971 W. 85th St., Cleveland 2, Ohio.

181 WHEEL COVER CATALOG NO. 87—Covers complete line of wheel covers in sizes to fit 14", 15" and 16" wheels. Nameco, Inc., 308 91st Ave., Bellwood, Ill.

183 THOR SPEEDTOOLS FOR AUTOMOTIVE SERVICE—Circular featuring Thor No. 56 SpeedWrench and accessories. Also lists orbital sanders, drills and bench grinder. Write for circular No. JB-1947-A. Thor Power Tool Company, 175 N. State St., Aurora, Ill.

184 THOR AIR TOOLS FOR AUTOMOTIVE SERVICE—8-page catalog listing complete line of Thor Air Impact Wrenches, sockets and accessories. Also includes information on Thor Auto Air Hammer, Body & Fender Hammer and heavy duty tire removing tool. Write for Catalog JE-1685-A. Thor Power Tool Co., 175 N. State St., Aurora, Ill.

185 SERVICE ENGINEERING BROCHURE—A new brochure comprised of 14 Service Engineering articles covering oil consumption problems, ring problems, oil control problems peculiar to the modern high compression-high vacuum engines, piston and piston ring nomenclature and several articles on scuffed rings and how to avoid scuffing and scoring. Perfect Circle Corp., Hagerstown, Md.

186 AUTO-LITE BATTERY SERVICE MANUAL—An authentic reference and guide for everyone interested in testing and servicing automotive storage batteries. Simply written and thoroughly illustrated, it is so complete in its coverage of the subject that service men and fleet operators will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

187 BRAKE PRODUCTS—booklet gives you 20 pages full information on how Raybestos products lick heat and wear problems. Includes the steps in the Raybestos 7 point brake check. Raybestos Div., Bridgeport 2, Conn.

188 ELECTRICAL TUNE-UP TESTING EQUIPMENT CATALOG NO. 100 DB—gives full information on each testing equipment item in the entire Herbrand line. Includes details on such items as Power Timing Lights, Compression Gauges, Neon Tube Timing Lights, Tachometers and others. Herbrand Div., Fremont, Ohio.

189 GENERAL PAINTING INSTRUCTIONS—Form 5728 covers finishing of passenger cars or commercial vehicles in lacquer or enamel finish. Gives full details for any surface including preparation of same. Ditzler Color Division, 8000 W. Chicago Ave., Detroit 4, Mich.

190 COOLING SYSTEM CLEANING—Bulletin titled "Cooling System Maintenance an Open Door to Greater Profits," describes Jenny Steam Thoro-Purge the most modern and thorough method of reverse flushing cooling systems; also shows increased profits possible from its use. Write for Bulletin STP-5. Homestead Valve Manufacturing Co., P. O. Box 99, Coraopolis, Pa.

191 VMC GENERATOR—New 12 page generator, starter, and armature specifications and application folder for passenger cars and trucks including 1957 models. The VMC System, Atlanta 18, Ga.

192 WIRE & CABLE CATALOG—A condensed catalog of electric wire and cable, complete with specifications for all passenger cars. The Electric Auto-Lite Co., Toledo 1, Ohio.

193 NEW CATALOG material on Yankee's folder or body mounting mirror line. Locking mirror heads are featured, as well as new painted Parecatters and 24 Karat Gold Plated Parecatters. Ask for catalog sheets 56001-4. Kalamazoo packed for filling. Yankee Metal Products Corp., Norwalk, Conn.

194 AIR COMPRESSOR CATALOG—Twenty page catalog gives detailed instructions on how to select a compressor. Also includes specifications and information on various type of compressors, components and accessories. Ask for Catalog No. 784-2. Weiser Mfg. Co., Springfield, Ill.

195 SPARK PLUGS—Condensed four page specification folder for passenger cars, including 1956 models. The Electric Auto-Lite Co., Toledo 1, Ohio.

199 20 TON CAPACITY FLOOR JACK CATALOG PAGE—Plans need for floor type jack with greater capacity than has been previously available. Includes specifications on construction, capacity and service. Weiser Mfg. Co., Springfield, Ill.

201 TWIN POST LIFT ADAPTER REQUIREMENTS—Gives definite instructions on which adapter is needed for various passenger car models. Adapters described are required for all 1957 model cars. Weiser Mfg. Co., Springfield, Ill.

203 CARPORTS—Prefabricated steel units especially adapted for car dealers, service stations and garages. Allow extra working space and protect cars from damaging daylight exposure. Can be easily installed by you in matter of minutes and can be moved whenever need. White Chidlers Mfg. Co., P. O. Box 7467, Houston 8, Texas.

204 STOP TIME LEAKS—a brochure containing complete details as to use of payroll and job time recorders in automobile service departments together with sample time cards showing actual registrations. Latent Time Recorder Co., 76 Third St., Atlanta, Ga.

205 EXTRA PROFITS WITH STEAM CLEANERS—20 page booklet showing several models of Hypersure Jenny steam cleaners, and illustrating many profitable usages of equipment in automotive and allied industries. Also folder on Cooling System Maintenance. Hypersure Jenny Div., Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Penna.

210 COLUMBUS SHOCK ABSORBERS—Now available plastic demonstrator shock absorber, made of full-size production parts with real hydraulic fluid inside; literature available—form No. 4097—on how plastic shock and metal display can be obtained. Heckethorn Mfg. & Supply Co., Littleton Colorado.

213 SHOCK ABSORBER CATALOG NO. 320-T-A—A 16 page listing by numbers or by makes—shock absorbers for every automotive need—passenger cars, and some trucks. Monroe Auto Equipment Co., Monroe, Mich.

214 THE WHYS AND HOWS OF VOLTAGE REGULATORS—Explains in simple language every detail of Voltage Regulators—how they work, why they are important, how to adjust and service them. In 16-page handy pocket size edition, with many working drawings to clarify and illustrate the text. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 2, N. Y.

216 BEHIND THE SCENES—Facts and figures on how heavy duty ignition parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in nontechnical language. STANDARD MOTOR PRODUCTS, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

219 HOMESTRAD HOISTER—folder describing track and sprocket front-end lifts, showing many applications of combining speed and safety. Homestead Valve Mfg. Co., P. O. Box 348, Coraopolis, Penna.

Postage
Will Be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 882, SEC. 34.5, P. L. & R., ATLANTA, GA.

SOUTHERN AUTOMOTIVE JOURNAL

806 Peachtree St., N. E.
Atlanta 8, Ga.

HELPFUL BOOKLETS FREE!

222 "WHAT PRICE QUALITY" — Read how ignition parts should be made and why. "WHAT PRICE QUALITY" tells the story of the making of quality ignition parts. Written in non-technical language. Standard Motor Products, Inc., 37-18 Northern Blvd., Long Island City 1, N. Y.

224 AFTER BREAK-IN DRIVING — A 36 page booklet "After-The-Break-In" period giving technical facts on oil filter operation with illustrations. The booklet discusses oil contamination during the period after an engine is broken in. Write for "After-The-Break-In" period. Walker Manufacturing Co., Racine, Wis.

227 FUEL PUMP TROUBLE SHOOTING — Clearly describes and illustrates correct procedure for testing fuel and vacuum pumps, and how to use properly a fuel pump pressure gauge. Four page pamphlet also includes complete fuel pump pressure specifications and car application data. Ken Mfg. Co., 20-21 Wazawar Rd., Fair Lawn, N. J.

230 NEW SIOUX CATALOG NO. 56 — A new 52 page catalog including complete illustrations and descriptions of valve face grinding machines, valve seat grinder sets, electric screw drivers, impact wrenches, drills, bench and portable grinders, flexible shafts, saws, sanders, polishers, abrasive discs and polishes. Also included are electric tools for builders, farmers and home shop. — Albertson & Co., Inc., Sioux City, Iowa.

236 INSTALLATION OF SHOCK ABSORBERS — Detailed instructions for the removal and installation of direct action shock absorbers. Stem and loop end types for both leaf and coil spring installations. Monroe Auto Equipment Co., Monroe, Mich.

237 NEW MODEL 510 CRANKSHAFT GRINDER — A 2-page informative bulletin just published by Lemmon Products, Inc. Complete with illustrations, dimensions and reference data on this low-cost, precision crankshaft grinder with onboard counter-balancing. Write Lemmon Products, Inc., Dunham Road, Bedford, Ohio.

257 RUBBER PRODUCTS — A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Dean Mfg. Co., 1735 London Road, Cleveland 12, Ohio.

262 OIL FILTER SELLING AIDS — Wix-O-Matic the guide to extra profits in oil filter service sales. A revolutionary merchandising concept featuring minimum, controlled inventory, guaranteed sales, perpetual stock control, Dial-O-Matic cartridge selector, cart-

ridge installation charge guide, dealer franchise, plus choice of two eye-catching, money making merchandisers—floor cabinet or wall rack. Ask for brochure giving complete details. Wix Corp., Gastonia, N. C.

304 ILLUSTRATED FOUL-PAGE GLOSS OR FOLDER — Showing the operation and construction features of the new Storm-Vulcan Turbo Blast, a parts and motor block cleaner, with handy specification table. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

305 KOTAFIN CRANKSHAFTS INCREASE BEARING LIFE — A new service booklet, "Stop Bearing Failures," for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how the KOTAFIN process prevents them, also lengthens bearing life. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

314 WAGNER BRAKE PARTS CATALOG — A handy ONE-POINT reference to fast-moving brake parts and lining, covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as CoMax bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6362 Plymouth Avenue, St. Louis 14, Missouri.

315 BETTER IGNITION by Delco-Remy — 16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

317 GRIZZLY BRAKE BONDING CATALOG — Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bonder; clamping devices and gas and electric ovens for bonding. Complete listing of Saitibond segments and applications. Grizzly Mfg. Co., Paulding, Ohio.

320 NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT — features the complete Storm-Vulcan jobber line of engine rebuilding machines. Attractively printed in two colors, punched and slotted for inclusion in jobber salesman's catalogs. Storm-Vulcan, Inc., 2225 Burbank St., Dallas 9, Texas.

323 BRAKE LINING — A new 18 page condensed catalog listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. World Bestos Corp., P. O. Box 346, New Castle, Ind.

334 "STYLED ENGINEERED LUBRICATION DEPARTMENTS" — 32 page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. Lincoln Engineering Company, 5704 Natural Bridge Avenue, St. Louis 26, Missouri.

336 NEW FILKO IGNITION PARTS CATALOG — Big 160-page catalog contains complete listings of all Filko ignition Replacement Parts for practically every make and model of car, truck, bus and tractor. New simplified listings make the new Filko Catalog exceptionally easy to use. F & B, Mfg. Co., 4248 W. Chicago Avenue, Chicago 51, Ill.

338 AUTO LAMP SERVICING GUIDE — Illustrated and handy references with replacement charts and instruction for aiming, adjusting, focusing, installing and servicing trucks and auto lamps. Also complete information on servicing directional signal flashers. Tung-Sol Electric Inc., 95 Eighth Ave., Newark 4, New Jersey.

340 OIL, AIR, FUEL AND WATER FILTERS — Valuable information on oil, air, fuel and water filters. Complete selection of material to help you sell, install and service filters. Fram Corporation, Providence 16, R. I.

345 HYDRAULIC BRAKE WALL CHART — Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder repair kits, stop light switches and brake hoses. Eis Automotive Corp., P. O. Box 761, Middletown, Conn.

347 INTRODUCTION TO POWER STEERING — Complete explanation of power steering principles and advantages. 12 page booklet fully illustrated and diagrammed. Monroe Auto Equipment Co., Monroe, Mich.

361 NEW "QUICK REFERENCE" GASKET CATALOG — Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, tractors, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. Fel-Pro Mfg. Co., 1508 Carroll Ave., Chicago 7, Ill.

370 EMEROL MFG. CO. — Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverso, Top Cylinder Oilier, Hi-Rev, Minor Tune-Up Oil. Shows uses, prices, descriptions, dealer information. Emerol Mfg. Co., 242 W. 69th St., N. Y. 23, N. Y.

383 TIME SAVING ELECTRIC IMPACT TOOLS — Price list, complete details on electric Impactools, sockets and accessories, and twelve multipurpose uses where Impactools can save up to 90% of time required by hand methods. John K. Uhler, Impactool Rand Co., Phillipsburg, N. J.

407 A B C'S OF SAFE PROFITABLE TIRE SERVICE — A 24 page book just published by Bowes "Seal Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casting repair techniques as well as reconditioning trade-ins for profitable results. Bowes "Seal Fast" Corp., 147 North Pine Street, Indianapolis 2, Indiana.

410 NEW AIR BRAKE MAINTENANCE BULLETINS — Series of bulletins each devoted to a single unit. Fully illustrated with cross sectional, exploded and schematic drawings explaining every phase of the operation and maintenance. Warner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo.

416 TAIL PIPE REPAIR KIT — A four page color catalog describing the Quaker heavy gauge, seamless tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 815 Whitman St., Montgomery, Alabama.

TEAR OUT AND MAIL TODAY! NO POSTAGE NECESSARY.

Please be sure to fill in your Firm's Name and your position on the Coupon. This service cannot be extended to you unless this information is complete.

Post Card Valid For 90-Days ONLY

9/57

Send me these FREE catalogs and Bulletins . . .

I want details on these New Products . . .

Send more info on advertisements

(List page No. also company name if more than one ad on page)

My Name . . .

Position . . .

Company Name . . .

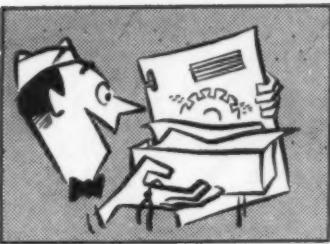
Type of Business . . .

Street . . .

City . . .

Zone . . .

State . . .



NEW PRODUCTS AND CATALOGS

600—Color Calculator

A color calculator, said to facilitate faster, more accurate mixing of automotive colors, has been announced by The Arco Co., 7301 Bessemer Ave., Cleveland 27, Ohio.

Available in kits for mixing lacquer or enamel in a cup or can, three



easily-read gauges are included—one for mixing pints or quarts, another for $\frac{1}{4}$ to one gallon quantities, and the other for $\frac{1}{2}$ gallon or gallons. Gauges are reportedly accurate to .00001" to assure perfect color matching and are ideal for mixing the newer light colors. A gauge checker is included in the kit, with complete instructions.

Want more info? Use coupon on page 134 and you will get it!

601—Restyling Kits

Three pre-molded customizing kits, available for those desiring to restyle older-model cars with up-to-the-minute air scoops, fins and continental tire units, have been introduced by Fibre Glass-Evercoat Co., Inc., 7220 Vine St., Cincinnati 16, Ohio.

Each kit is said to be designed to fit almost any car, with the fins particularly adaptable to Fords from 1952 to 1956, available for both two- and four-door cars. Each kit has a pre-molded fiberglass part, sheet metal screws, Bodimud (epoxy solder) and instructions for easy application.

Want more info? Use coupon on page 134 and you will get it!

602—Chrome Renewer

A clear liquid renewer, said to make a ten-year-old automobile grille look like new in three minutes time, has been announced by the Hi-Chrome Mfg. Co., Inc., 38 South Dearborn St., Chicago 3, Ill.

Suitable for most metal surfaces, as well as for tile and porcelain, Hi-Chrome reportedly renews the surface on contact and requires no rubbing. It can be poured, sprayed, or brushed on, and rinsed off with water for a quick, easy surface-renewing

operation. It is said to be non-flammable, without any resulting poisonous fumes.

Want more info? Use coupon on page 134 and you will get it!

603—Truck Jack

An easily-manipulated jack, specifically designed to save time and labor in precision handling of heavy-duty truck transmissions and differentials, has been introduced by the Cam Tool Co., Inc., 1038 Larkin St., San Francisco, Calif.

The dolly may be firmly locked to the floor to eliminate roll-around action, while a sliding platform tilts forward and backward for exact alignment. A hydraulic jack mechanism controls the forward movement. The unit is rated at 1,500 lbs., but in actual shop use is said to handle loads well above that weight.

Want more info? Use coupon on page 134 and you will get it!

604—Motor Oil Additive

A motor oil additive, said to reduce oil consumption, engine friction and octane requirement, has been announced by Zecol, Inc., Milwaukee, Wis.

"Lubaid Motor Oil Improver," added to the oil in any car, reportedly maintains viscosity, prevents sludge formation and gives quieter valve and lifter action. Especially created for today's stop-and-go driving, the product comes in 15-ounce cans. It is packed in a convenient two-color dispenser-carton, itself suitable as a point-of-sale display unit.

Want more info? Use coupon on page 134 and you will get it!

605—Air Spray

A glycolized air spray, "Ozium," in a "personal size" container, which reportedly removes smoke quickly, destroys odors, reduces air-borne bacteria and beneficially treats the air indoors wherever people congregate, has been introduced by Woodlets, Inc., 2048 Niagara St., Buffalo 7, N. Y.

Container, which fits snugly in the palm of the hand, features a patented meter valve guaranteed to release 500 measured sprays. The extremely fine particle size of each spray assures maximum dispersion and sustained activity, it was claimed by the manufacturer.

Want more info? Use coupon on page 134 and you will get it!

**TIME
for a
BUSINESS
TUNE-UP?**

Lathem

TIME RECORDERS

You wouldn't think of selling gasoline without measuring it, would you? Time is more valuable than gasoline. Garages that measure time with a Lathem Time Recorder report efficiency increased as much as 25 percent.



LATHEM TIME RECORDER COMPANY

70 THIRD ST., N.W., ATLANTA, GEORGIA

Gentlemen: Please send me further information, catalog and prices. I understand there is no obligation on my part.

Name _____

Address _____

City _____

State _____

FOR FULL
INFORMATION
MAIL
COUPON

606—Radiator Pressure Cap

A radiator pressure cap, said to overcome deficiencies inherent in existing caps, has been introduced by Wayne Metalcraft Division, E. Edelmann & Co., 2332 West Logan Blvd., Chicago 47, Ill.

Principal feature of the "Micro-Valve" cap is the thick, resilient "chloroprene" diaphragm, said to eliminate the usual dual-function cap spring which controls both sealing pressure and pressure release. The cap is described as embodying a separate stainless steel spring to maintain sealing pressure, together with a built-in precision valve to control pressure release. The manu-

facturer guarantees accuracy of cap to within a half-pound of rated pressure, whereas former spring-controlled caps varied 10% or more from specified pressure.

Want more info? Use coupon on page 134 and you will get it!

607—Service Stand

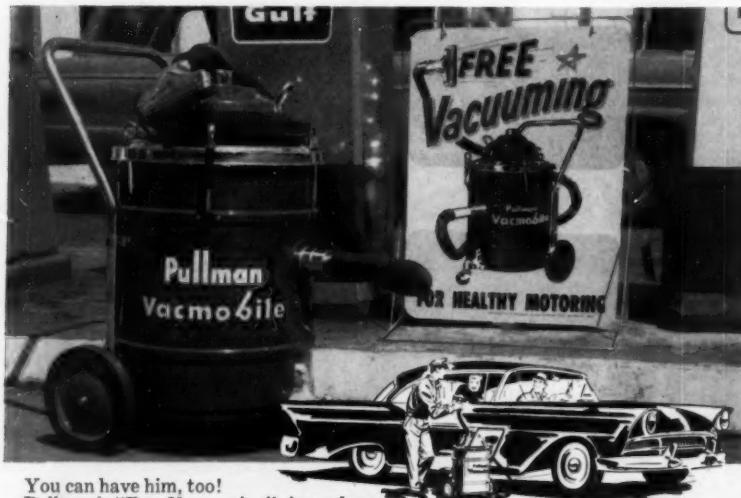
Service stands — said to provide safe working-room beneath even the lowest cars for shops specializing in tire changing, front-end suspension, shock absorber, muffler, transmission and other under-car service — have been announced by the Weaver Mfg. Co., 2166 South 9th St., Springfield, Ill.



Model W1-22 has a five-ton capacity per pair, with 15" low and 23" high position and 8" raising height. Model W1-24 has a 14-ton capacity per pair, 20" low and 29" high position and 9" raising height.

Want more info? Use coupon on page 134 and you will get it!

Would you pay 40¢ a day for a TOP-NOTCH SALESMAN for your Station?



You can have him, too! Pullman's "Free Vacuuming" sign, advertised in Life, and free with every Pullman Vacmobile, can be a "silent salesman" to draw in new customers and help keep your regular ones.

Place this sign in your station. Set up your Vacmobile near your air hose or island. Use the vac when time permits, or even let those motorists that prefer, vac their own cars. Read our free booklet which tells you how your vac can get cars on the lubricitorium where the profits are. You'll soon see your business grow.

**COST 40¢ A DAY
\$12 A MONTH FOR
12 MONTHS
\$144 COMPLETE**

Pullman

EXCLUSIVE PULLMAN FEATURES

- Patented Accordion Hose of tough Neoprene stretches to seat and trunk without moving VAC . . . not damaged by oil or if run over by cars.
- Converts to blower in seconds.
- Big wheel mobility. Glides easily over sills, up ramps, down steps at the touch of a finger. Turns on a dime and with coaster brakes too.
- Fully equipped at no extra cost.

BUSINESS BUILDER!

Hang this small reproduction of the "free vacuuming" sign on the steering wheel of cars you lube or wash. Reminds the motorist of the clean interior. Customers love it — and they'll be back. It's another first from Pullman.



PULLMAN VACUUM
CLEANER CORP.
25 Buick Street,
Boston 15, Mass.

() Have a sales representative call to demonstrate the Pullman Vacmobile and show me your new FREE sign for my station.

() Send me Pullman's free booklet "How to sell more oil, oil filter elements, lubrications, TBA items".

SA-9

Name _____

Station _____

Street _____

City _____ State _____

Want more info? Use coupon on page 134 and you will get it!

608—Brake Hole Cover

A brake adjusting hole cover, molded entirely of rubber and said to fit all thicknesses of Bendix-type dust shields, has been introduced by the Eis Automotive Corp., Middleton, Conn.

Want more info? Use coupon on page 134 and you will get it!

609—Puncture-Repair Tools

A ball bearing stitcher and steel wire buffer, said to simplify repair of punctures in tubes and tubeless tires, have been introduced by Monkey Grip Sales Co., P.O. Box 6170, Dallas, Texas.

For rolling Vulca-matic and other chemical curing patches onto a tube



surface, the ball bearing stitcher, with hardwood handle, reportedly gives a more thorough bonding of the applied patch and removes all air pockets. The steel wire buffer, with offset in handle to permit easy access to any puncture location in the tire, is especially designed for better buffing of tubeless tires.

Want more info? Use coupon on page 134 and you will get it!

610—Tool Catalog

An 8-page tool catalog featuring its new line of tube working tools, illustrating and describing tools for flaring, burnishing, double flaring, cutting, bending and joining copper and J.I.C. steel tubing, with complete instructions and specifications included for each, has been published by The Weatherhead Co., Customer Service Dept., 128 West Washington Blvd., Fort Wayne, Ind.

Want more info? Use coupon on page 134 and you will get it!

Rust Master "Pict-O-Poem"



When customers drive in with steaming radiators . . .



There's no need to drain and flush to clean out rust and scale and to improve water circulation . . .



Rust Master dissolves all rust and scale in the entire cooling system. Just pour Guaranteed Rust Master in the radiator — rust proofs for a whole year . . .



It's smart to stock all
Rust Master products
for More Satisfied
Customers — More
Profits!

RUST MASTER — LEAK MASTER — SLUDG-MASTER — CARB MASTER — PARTS MASTER



50-56 CREIGHTON ST., CAMBRIDGE 40, MASS.
The silent partners of motor efficiency

611—Rear Seat Speaker

The "Car-Fi II" rear seat speaker for convertibles, which directs sound from the car radio to back-seat passengers and reportedly produces astounding low-frequency responses and sharply clear highs, has been introduced by Empire Electronics, Inc., 22022 Woodward Ave., Detroit 20, Mich.

Said to be designed and engineered so that it fits practically all makes and models, the speaker is made of high-impact, high-gloss Styrene, injection molded to insure ruggedness. The ivory-colored plastic case houses a 2½" by 10" rectangular speaker, with cone silicone-treated to resist

water damage. "Car-Fi II" is mounted to the back of the front seat which serves as a bass resonator. It is 14¾" wide, 3¾" high and 3¼" deep, available with or without a universal harness.

Want more info? Use coupon on page 134 and you will get it!

612—Steam Cleaners

A three-model series of direct-fired steam cleaners, providing a positive displacement piston pump reportedly capable of delivering its full-rated output hundreds of feet from the machine, a water-wall heat exchanger and a gas or oil burner for instant starting, has been announced

by Kelite Corp., 81 Industrial Road, Berkeley Heights, N. J.

The "Mark I," designed for light to medium duty, has an output of 120 gallons per hour. The "Mark II," for medium to heavy duty, has a 200-gallons-per-hour output, while the "Mark III," with an output of 300 gallons per hour, is designed for maximum duty. The output of all 3 is rated at 320° F. Standard equipment includes 1 heavy-duty steam-cleaning gun with swivel-type rear grip and a forward grip aerated to provide cool operation, a high-velocity spray nozzle and heavy-duty hose. Optional equipment includes nozzle control for all gas-fired models, trailer or caster mounting for all oil-fired models, flat nozzle and flat nozzle kit and extra-heavy-duty wire-braid hose.

Want more info? Use coupon on page 134 and you will get it!

613—Spring Leaf Silencers

"No. 190" and "No. 191" spring leaf silencers, made of special bearing bronze said to last the life of the car, giving squeak-proof, easier riding, have been introduced by Champ-Items, Inc., 6191 Maple Ave., St. Louis 14, Mo.

Easily installed — locking themselves in place — and not affected



REACH FOR
THE MAC'S!

Mac's new Waterless Hand Cleaner acts fast to remove deep, imbedded grease, ink, paint and grime. Fortified with gentle Lanolin, Mac's prevents dryness... helps stop chapping. Use it with or without water. Better than any hand cleaner, soap or solvent you've ever seen! In qt., 1-lb., 3-lb. or 5-lb. sizes.

ORDER FROM:
MAC'S SUPER GLOSS CO., INC.
Los Angeles 42, Calif.
Cincinnati 26, Ohio



by oil or heat, the "No. 190" fits Fords, 1949-57; Chevrolets, 1954-57; Hudsons, 1953-54; Nash Ramblers, 1952-55, while "No. 191" fits all Chryslers, Dodges, Plymouths and De Sotos, 1951-57, and Pontiacs, 1954-56.

Want more info? Use coupon on page 134 and you will get it!

614—Wrecking Crane

A wrecking crane, said to contain heavier booms reinforced for rigidity and wider frames, has been introduced by Manley Division, Douglas Motors Corp., 2025 W. Clybourn St., Milwaukee 3, Wis.

Described as having many new engineering features, the crane carries a boom capacity rating of ten tons per boom, with total possible capacity of both booms of 20 tons. Its outriggers are all mounted at the top of the frame, giving additional support for side pulls.

Want more info? Use coupon on page 134 and you will get it!



LOOK TO GABRIEL for the only complete line of shock absorbers

You need never lose a customer because of his unusual or exacting requirements; there's a Gabriel shock to meet every need—even those tricky special-purpose jobs:

HYDROSHOX—preferred by millions of American motorists for smooth driving under average road conditions—to replace worn out standard equipment.

AJUSTOMATIC—exclusive three-way adjustment provides soft, medium or firm ride for the particular driver who wants the best in ride control.

SILVER "E"—for hard driving and rough roads with heavy loads. Extra size provides the needed capacity for big cars, station wagons, light trucks.

HEAVY DUTY—the acknowledged standard of excellence for long life and dependable service on trucks, buses and trailers.

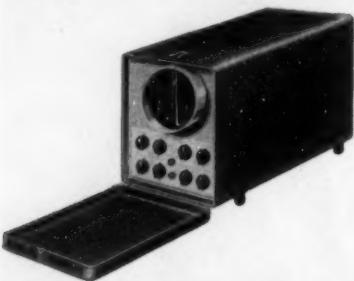
THE GABRIEL COMPANY, CLEVELAND 15, OHIO



615—Engine Analyzer

An electronic engine analyzer which provides a visual picture of the complete ignition system of an engine for either battery- or magneto-operated systems has been introduced by Snap-On Tools Corp., 8028 28th Ave., Kenosha, Wis.

The "Anal-O-Scope," operating on 110-volt current or off the car bat-



tery, enables the electrical performance of the entire circuit to be observed while the engine is running. The natural working conditions are taken into account and the effects of compression, temperature and carburetion can be studied. Lightweight, portable and coming complete with power timing light and a full set of spark plug adapters, the analyzer lets the operator do in the shop what others reportedly must do on road-tests.

Want more info? Use coupon on page 134 and you will get it!

616—Engine Stand

A versatile stand, which reportedly can cut labor costs up to 30% by permitting two men to work on separate parts simultaneously, has been introduced by K. R. Wilson, Inc., Arcade, N. Y.

Available with universal and transmission adapters, the stand is designed to speed and simplify handling of any head, block, transmission or differential job, safely taking engines over 1,000 pounds. The Wilson Sure-Control geared head turns heavy, off-center loads to any convenient position and allows rotation of any engine from a fraction of an inch through 360° rotation.

Want more info? Use coupon on page 134 and you will get it!

617—Air Nozzle

An air nozzle which can be used wherever compressed air is available and reportedly "puts the air where you need it" has been introduced by R & J Products Co., Vancburg, Ky.

The nozzle is lightweight, with only five working parts, molded from aluminum alloy and milled to accurate dimensions. It is said to be excellent for blowing gas line, tire inflation, grease application, cleaning carburetors, pumps, and for testing automatic transmissions.

Want more info? Use coupon on page 134 and you will get it!

618—Rubber Polishing Pad

A mushroom-shaped molded rubber pad and coated abrasive disc,

reportedly ideal for contour grinding or polishing in small radii or difficult contours with portable tools, has been developed by Behr-Manning Co., Troy, N. Y.

Available in diameters of 5" and 8" the disc and pad is said to be designed specifically for getting into contours where disc pads of conventional type do not perform effectively. One pad is said to do an entire contour in one operation, in most cases. Swirl marks and gouges are virtually eliminated, so that the usual subsequent finishing operation can often be dispensed with. Each is said to fit any portable grinder.

Want more info? Use coupon on page 134 and you will get it!

619—Luggage Rack

A luggage carrier, designed specifically for the Volkswagen and other foreign cars, has been announced by the Market Forge Co., Everett 49, Mass.

Finished in baked-on enamel, carrier is attached to the roof with powerful suction cups and high-quality gutter straps. The deck area consists of 5 heavy-duty, varnished oak slats. By removal of the tubular aluminum guard rail, it can be used as a platform carrier or as a basic 2-bar utility carrier, and can also be easily converted for use as a ski rack.

Want more info? Use coupon on page 134 and you will get it!

Speed up Brake Reline Service.....



World Bestos

"PF" PRESCRIBED FRICTION
BONDED SETS

Fine quality dry mix brake lining engineered for each type passenger car... available on brake shoe exchange.



World Bestos

"PFT" PRESCRIBED FRICTION
TRUCK
BONDED SETS

New brake lining formulas specially engineered for light and medium trucks in severe multi-stop service... available on brake shoe exchange.



World Bestos

"GL" GRID LOCK (wireback)
BONDED SETS

Controlled friction wireback brake lining for all popular cars and light trucks... available on brake shoe exchange.

620—Pneumatic Sander

Two pneumatic sanders — originally designed for use by the Armed Forces, but said to be topnotch for de-burring, grinding, sanding and polishing in automotive refinishing — have been announced by the Detroit Surfacing Machine Co., 1333 East Eight Mile Rd., Detroit 20, Mich.

Compact, light and fast, these Easy air sanders hit 10,000 to 12,000 rpm at air pressures of 70-90 lbs. They grind, sand, feather-edge, polish and buff. Model DC is 4" high and weighs 3½ lbs. while Model D is 3" high and weighs 3 lbs. Both come equipped with 4" felt sanding pad, 2" molded rubber sanding pad and a speed con-

trol air valve.

Want more info? Use coupon on page 134 and you will get it!

621—Open-End Wrench

An open-end wrench which applies its turning forces only on the flat faces of the nut and not on the corners has been announced by The New Britain Machine Co., New Britain, Conn.

Lighter and less bulky than conventional wrenches, the "Nutmaster" grips a nut at 4 places on the flat portions, making it possible to turn even badly worn nuts and bolts without slippage or skinned knuckles, it was claimed. Most popular sizes are avail-



able, according to the manufacturer.

Want more info? Use coupon on page 134 and you will get it!

622—Ignition Tune-Up Kit

"Visual Pak" ignition tune-up kits for all battery-operated tractors, light-capacity trucks and passenger cars have been announced by American Motor Products Co., Fond du Lac, Wis.

Offering the convenience of 3 essential parts in 1 kit, each kit con-



tains easy-to-install, matched, pre-assembled, ventilated points and heavy-duty condenser rotor.

Want more info? Use coupon on page 134 and you will get it!

623—Transistor Tachometer

A low-priced transistor tachometer, made to fit all 12-volt, eight-cylinder cars and said to require only the simplest installation, has been introduced by the Radson Engineering Corp., Macon, Ill.

Encased in a chrome and black case with adjustable ball-joint mounting, it is a single unit, described by the manufacturer to require no sender. With no extras to buy, it comes complete in one package, with an rpm-range of from 0 to 6,000.

Want more info? Use coupon on page 134 and you will get it!

624—Windshield Bug Remover

A bug remover, said to erase them "like magic" from any windshield, has been announced by Car-Freshner Corp., 446 Cross St., Watertown, N. Y.

The patented device is dipped in water and one side used to moisten the windshield. The other side is coated with a special formula abrasive which reportedly erases bugs instantly, with no effort or "banged" knuckles. Excess moisture is then squeezed out, and the plain side used for drying the windshield.

Want more info? Use coupon on page 134 and you will get it!

MAKE MORE MONEY...

with **WORLD BESTOS**

BONDED BRAKE SHOE SETS

Finest quality **DRY-MIX** and **WIREBACK** Bonded Shoe Sets for passenger cars, light and medium trucks . . . available on **BRAKE SHOE EXCHANGE** from your World Bestos Distributor!



Complete bonded brake coverage for all types of vehicles . . . readily available from your World Bestos distributor . . . means faster relining service, bigger volume and profit for your shop! As with all World Bestos lining, dependable stopping power, fade control and long wear are the big

quality features that make World Bestos Bonded Brake Shoe Sets unsurpassed for safety and customer satisfaction!

Only World Bestos Bonded Sets give you so many advantages to help you do your finest and safest brake work on every job!

Call your World Bestos Distributor today for full information about Bonded Brake Shoe Exchange service for passenger cars, light and medium trucks.

World Bestos gives you **MORE STOPPING POWER**

WORLD BESTOS

NEW CASTLE, INDIANA





FILT-O-REG makes the motor you tune, sing in tune... wherever your customers go... in warm weather... up steep mountain grades or thru stop-and-go traffic.

FILT-O-REG® FUEL PRESSURE REGULATORS



FILT-O-REG helps you DO THE JOB... saves you wasted service time because it controls the over-pressure in the fuel system to a constant, unrestricted even fuel pressure on the carburetor under all driving conditions. TRY IT... PROVE IT. Every auto, truck, gasoline engine, new or used, needs this quality fuel pressure regulator.

Order from your jobber

WRITE FOR HELPFUL BULLETINS:

- #317 YOUR ANSWER TO VAPOR LOCK
- #302 HOW "OVER-PRESSURE" CAUSES CARBURETOR FLOODING



MAKES GASOLINE ENGINES RUN BETTER!

Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19

625—Battery Electrolyte

A non-acid replacement for sulphuric acid used in batteries — said to be non-corrosive, non-explosive and to retain charge while battery is idle — has been introduced by Dynam Electrolyte Co., Inc., 3901 N. W. 17th Ave., Miami, Fla.

Reportedly used by nationally-known truck and car fleets, the prod-



uct is especially recommended for new- and used-car dealers, garages, filling stations, bus lines and airlines. It comes in half-gallon containers, each sufficient to replace acid in an average-size battery.

Want more info? Use coupon on page 134 and you will get it!

626—Air Filter

A dry-type positive filter for most Clinton, Briggs and Stratton, Lawson, Jacobson and Red small engines has been announced by Purolator Products, Inc., Rahway, N. J.

Design of the new filter is said to be similar to that made by Purolator for '57 cars, except that it is in a metal casing, disposable along with the filter element. Primary use of the filter will be for power lawn mowers, to replace the oil-bath air filter, which spilled when cutting lawn on steep grades.

Want more info? Use coupon on page 134 and you will get it!

627—Zipper Lubricant

Zip-Eze, a new silicone-base zipper lubricant, said to eliminate stuck or stubborn convertible top zippers and to guarantee their smooth running after one application, has been introduced by Beco National Sales, 1315 Harmon Place, Minneapolis, Minn.

Originally oiled by the manufacturer, zipper teeth when exposed to moisture tend to lose the lubricant and jam easily. Periodic use of Zip-Eze is said to eliminate the trouble and keep zippers in good running order.

Want more info? Use coupon on page 134 and you will get it!

628—Spark Plug

A spark plug with an extended core nose, which reportedly provides excellent anti-fouling characteristics for 1957 Fords, Lincolns and Mercurys, has been announced by Champion Spark Plug Co., 900 Upton Ave., Toledo 1, O.

The "F-14Y" also incorporates the "Powerfire" electrode for longer life and improved performance, it was claimed, and embodies features which enable it to perform equally well in both 1955 and 1956 models of Fords, Lincolns and Mercurys.

Want more info? Use coupon on page 134 and you will get it!

629—Battery Hold-Downs

A complete line of heavy-duty plastic-coated battery hold-downs, covering all cars with both 6- and 12-volt systems, which reportedly can be stocked in one-fifth the shelf space now required, has been announced by Auto-Crafters, Inc., 40 W. Chase St., Baltimore 1, Md.

"Tuff-Skin" will withstand the corrosive effects of battery acid and fumes, and is unconditionally guaranteed for the life of the car not to crack, peel, chip, blister or deteriorate in any way under the worst conditions, according to the manufacturer.

Want more info? Use coupon on page 134 and you will get it!

630—Leak Detector Kit

A leak detector kit, which reportedly can trace quickly and accurately the source of oil and water leaks in cars and trucks, has been announced by Allen Electric and Equipment Co., Kalamazoo, Mich.

Utilizing fluorescent dye with an ultra-violet ray lamp, the kit is said



to be as efficient finding transmission oil leaks as locating leaks in the cooling system. Ten packages of water-soluble dye and six bottles of oil-soluble dye, with instructions, come with each kit.

Want more info? Use coupon on page 134 and you will get it!

631—Paint Additive

A paint additive in capsule form for correcting silicone problems, said to eliminate fish eyes, reduce lifting or orange peeling, allowing new paint to set mirror smooth, has been introduced by The Permalux Co., Aurora, Ill.

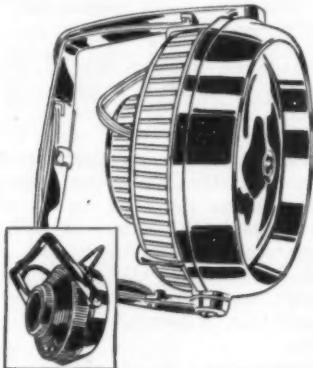
Measured with pharmaceutical accuracy, "Kap Sil" reportedly eliminates the danger of adding too little or too much, counting out of an eye dropper, or the possibility of spilling.

Want more info? Use coupon on page 134 and you will get it!

632—Portable Spotlight

A portable, plug-in spotlight of double-faced design, which produces simultaneous lighting and warning action, has been introduced by Auto Lamp Mfg. Co., 2909 Indiana Ave., Chicago 16, Ill.

Operating off cigar lighter or lamp bulb socket, it throws a 1,200' beam from the front lens, while signaling



"danger" from its 4-plane, fluted, red plastic sides and back. Swivel handle with tuck-away hinged support allows full adjustment to any angle to form a floodlight-type stand for signaling or making car repairs on the highway while red radiance wards off accidents. Light also hangs inside car hood for engine repairs and stores in glove compartment. Complete with on-off switch, 10' flexible cord and finger-grip plug, it is available in either 6- or 12-volt systems.

Want more info? Use coupon on page 134 and you will get it!

633—Camber Tools

Camber correction tools, constructed of high-strength alloy steel and permitting adjustment without heating or removing parts from car, have been announced by the John Bean Division, Food Machinery and Chemical Corp., 1305 S. Cedar St., Lansing 4, Mich.

Models "426" and "427" are for 1957 Imperial, Chrysler, De Soto, Dodge and Plymouth Torsion-Aire systems, and models "428" and "429" are for the 1957 Buicks. Model "430" tools for Buick include the right- and left-hand camber correction tool adapters for use with a universal-type tool with serrated head and locking pin. Tools permit an increase or decrease in camber adjustment without excessive shimming or after all shims have been removed. A simple 6-step operation completes the job, the manufacturer said.

Want more info? Use coupon on page 134 and you will get it!

634—Safety Tape

A reflective safety tape resembling chrome by day but containing a pattern of diagonal lines $\frac{1}{4}$ " apart which form optical system to make tape "light up" under approaching headlights at night, has been announced by Minnesota Mining and Mfg. Co., 900 Bush St., St. Paul 6, Minn.

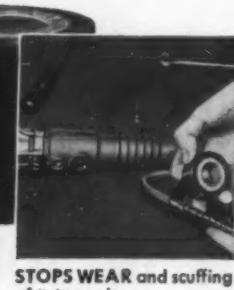
Want more info? Use coupon on page 134 and you will get it!

The tape with the 2-way profit!

It saves you money!



"SCOTCH" No. 33 Electrical Tape cuts labor time, gives you fast, permanent repairs. Super-thin plastic-backed tape protects against abrasion, oil, battery acids and water. Conforms snugly, offers complete insulation. Handy tube holds twelve $\frac{3}{4}$ " x 20 ft. rolls.



STOPS WEAR and scuffing of light cords.



PROTECTS WIRING from oil, water, abrasion.

It makes you money!

Here's a "best-seller" your customers are sure to go for! "SCOTCH" No. 33 Electrical Tape sells itself in this bright display. A wonderful home repair tool, "SCOTCH" Electrical Tape stops hose leaks, wraps wires. Order a supply for your "Do it yourself" customers today!



Scotch No. 33 Electrical Tape

The term "SCOTCH" and the plaid design are registered trademarks of Minnesota Mining and Manufacturing Co., St. Paul 6, Minn. Export Sales Office: 99 Park Ave., New York 16, N. Y. In Canada: P.O. Box 757, London, Ontario.

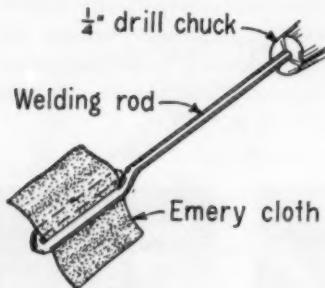




TIME SAVERS

Making Cylinder Hone With Emery Cloth

ON BRAKE jobs where the wheel cylinder kits must be replaced, we use a length of welding rod and a strip of emery cloth for a hone to smooth out the cylinder before



installing the new kit.

Bend the rod about two inches from the end and slip a strip of emery cloth in the bend. Hold emery cloth in S to insert in bore. After it is inserted, it will expand against the walls. Where more pressure is needed on the walls, use a longer strip of cloth—usually a strip about eight inches long folded about six times does the job. Also, for larger cylinders use more cloth. — *Harry Dillon, Moscow Mills, Missouri.*

Replacing Intake Gasket On OHV Ford Cars

WHEN the job of replacing the intake gasket on the OHV Fords is tackled alone, ordinarily all the bolts on both sides are re-

moved and the manifold is lifted off and supported while the new gasket is slid over the studs.

However, an easier way is to loosen the bolts on the opposite side from the one to be changed and remove the bolts on the side to be replaced. Then cut a V at each stud hole in the gasket, roll the manifold a little and slip the gasket in. — *Harry V. Dillon, Moscow Mills, Missouri.*

Preventing Explosion In Distributors

AFTER we encountered a number of cases of explosion in the distributor of older cars, where distributor cap was blown off, we found this could be stopped by changing the vacuum advance

SOMEBODY IN YOUR AREA WILL MAKE MONEY SELLING SIMCA CARS

WHY NOT YOU?

Simca of France is going all out to capture the profitable imported car market in America. Here's a once-in-a-blue-moon opportunity for smart dealers to ride a sure winner.

Two complete lines in one franchise—4's and V8's. Retail prices start at \$1595 (port of entry). Ten models give you everything: foreign-car distinction, sports-car swish, family-car popularity and economy—and you can make a full profit on every sale.

National distribution has been completed; a limited number of dealerships are open in North and South Carolina, Kentucky, Tennessee, Georgia, Alabama and Mississippi. Phone, wire or air mail us today for full details.

Tom McCahill (Mechanix Illustrated) calls it "A great car . . . one of the best buys in many a moon".

Low initial cost . . . easy handling . . . low operating cost —up to 40 miles per gallon.

SIMCA SOUTHERN DISTRIBUTORS, INC.

3232 Peachtree Road, N. E.

Atlanta 5, Georgia

CEdar 3-2177

GOT A GOOD IDEA?

\$7

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 8, Ga.

housing. — J. W. Gantt, Jr., Mechanic, Hickory Motor Sales, Inc. (Dodge-Plymouth), Hickory, North Carolina.

Lengthening Six-Inch Bit To Install Spotlight

IN SMALL shops frequently the proper tool to do a job is not available. For instance, recently we sold a 1957 Ford and the customer wanted a spotlight, the installation of which requires a $\frac{1}{2}$ " drill about 22" long, and we only

had one 6" long.

To do this job in a hurry, I found a piece of $\frac{1}{2}$ " round stock 18" long and ground one end in a bevel, then ground the shank end of the 6" bit the same way. Placing them end to end in a piece of 2" angle iron to keep them in line, I brazed them together. After chucking the end in a drill and turning the drill on, I held a file on the joint to smooth the weld down to a good, true connection. This worked very well for me. — Harry V. Dillon, Moscow Mills, Missouri.

diaphragm unit.

The trouble is a ruptured diaphragm or one pulled away from its retainer at the edge. This permits accumulation of a small amount of gasoline fumes which explode when the right mixture occurs. — Stan Clark, Stanley Clark Service, Box 2162, East Bradenton, Florida.

Freeing Up Nut Threads Without Thread Chaser

WHERE threads on a large threaded area are in bad shape or too close a fit to remove the nut with ease, and a thread chaser cannot be obtained, do this:

Spread valve - grinding compound on the area to be freed, start the nut on the threaded end and rock it back and forth a little at a time. As the nut gets looser, continue to screw it on further until the thread is free. With a steel brush remove the compound and wash all parts until clean. This method of restoring threads saves much time and a better job of servicing can be done. — Carl B. Odam, 3809 Flint Ave., Lubbock, Texas.

Draining Water in Block On Chrysler Products

ON ANY operation which requires draining water from the block of Chrysler products with V-8 engines, I have found a great deal of time can be saved by loosening one of the cap screws in the thermostat housing, and letting air escape thereby while filling the radiator.

This saves time since it is not necessary for the car to run long enough to open the thermostat before road-testing. When finished, retighten cap screw in thermostat

they say this, too,
about the performance of

Manley
valve parts

Aircreme VALVES, SPRINGS, GUIDES—and TIMING CHAINS

Manley Valve Corporation, 15th St. & Fairmount Ave., Philadelphia 30, Pa. Supplier to leading original equipment manufacturers. District Sales Representatives: Lawrence M. Hirsig Co., Jacksonville; J. S. Connell Co., Dallas.

Automotive NEWS BRIEFS

(Continued from page 15)

You may ask what is the "ultimate cost" price of an automobile. In order to get that definition we must take the year-to-date total expense for the new- and used-car departments combined. These figures are shown in your own statement and will be found at the bottom of the column marked "new cars" and "used cars."

Chrysler statement — line 67 — page 2.

General Motors statement — line 67 — page 2.

1956 Ford statement — line 64 — page 2, plus line 74 - 95 - 96.

1957 Ford statement:

Page 4 — line 25 — new and used. Add same line — indirect expenses — owner and officers' salary prorated.

Divide this total figure by the number of automobiles sold year to date and the results will be the average total expense per car sold in your dealership.

Example:

New car — year-to-date column,

\$181,615.00; used car — year-to-date column, \$96,785.00.

Divide by number of new units sold to date, 928, into the total of \$278,400, and you get \$300.00

This expense per car can be called your "expense factor" and should be known by everyone in your business who figures deals. We have arrived at the per-car expense figure or "expense factor" of \$300.00. Add it to the factory invoice price. The sum of these two figures will be your "ultimate cost" price. Any amount less than "ultimate cost" price you get for a car is a loss to you.

This is how you arrive at the "ultimate cost" price in your business:

4-door sedan "8" factory invoice, \$1,605.25; dealership sales and handling expense "expense factor," \$300.00.

"Ultimate cost" of sedan is \$1,905.25.

Using above "ultimate cost" on 4-door sedan we will give example

of a typical car trade showing net profit washout:

4-door sedan list price (dealer sale price), \$2,158.00; 1952 car trade-in (total amount allowed on invoice), \$658.00.

Realized difference on trade, \$1,500.00.

"Ultimate cost" on 4-door sedan, \$1,905.25. Difference — cash or finance, \$1,500.00, your actual money in used car, \$405.25.

Estimated wholesale cash value on used car, \$500.00; your actual cost — used car, \$405.25. Net profit on deal if car is wholesaled, \$94.75.

But if you retail the used car, you should pick up another \$100.00. Net profit all expenses paid, \$194.75.

Haven't we ever heard of a large volume dealer making less profit than a smaller dealer? Of course we have, and this example shows exactly how it can happen. Whenever we dealers make deals indiscriminately without knowing that each deal will support itself as a profitable deal, we are falsely assuming that a deal with a little gross is better than none, or in other words—every little bit helps. Nothing could be further from the truth.

Now a perfect example of this false reasoning is the "theory of averaging" which we dealers often unconsciously rely on: that is, accepting a deal for \$200.00 gross provided we can match it with one for \$400.00 gross. We have already established that the "expense factor" or true expense to sell a new car is \$300.00.

In this example, a dealer wishes to "average:"

500 — \$200 deals with 500 — \$400 deals.

His "expense factor" is \$300.00 per car for 1956.

Here's the computation:

He made 500 new-car sales @ \$400 gross per car. His books show 300 "expense factor" per car, yielding him \$100 operating profit per car times 500 cars, or \$50,000 operating profit for the year.

But he's not satisfied, so he thinks he should add:

500 new-car sales @ \$200 gross per car. But now he's a 1,000-car dealer instead of a 500-car dealer.

The Complete *Ace High* Line of
Tire and Tube Repair Materials

FOR COMPLETE INFORMATION — WRITE
ACE RUBBER COMPANY
BOX 6147
DALLAS, TEXAS

FREE...



Big wall chart showing 1957 passenger car specifications

Here's all you have to do to get this chart without costing you a penny!
Write a letter to Bill Herbert telling him why you like to read
SOUTHERN AUTOMOTIVE JOURNAL.

The letter can be as long as you care to make it and give as much detail as you wish. Frankly we think there are lots of reasons people read SAJ that we don't know about and we think we could learn a lot from letters by readers.

Don't delay, do it right now and we'll rush you absolutely free the important 34 x 22 inch chart you can put on your wall.

Be sure to ask for this chart in your letter; it's yours postage paid without any charge No strings attached.

Address your letter to:

**William C. Herbert, Editor
SOUTHERN AUTOMOTIVE JOURNAL
806 Peachtree St. N.E.
Atlanta 8, Ga.**

I'm
making
tracks
for the
jobber who supplies
brake shoes
bonded with




**...Skilfully bonded
by an experienced
independent bonder
in your area!**



National is brass-chip impregnated for better heat dissipation, gives longer service because it's friction controlled. Extremely dense composition affords dependable braking in all weather.

Write now for details!

**NATIONAL BRAKE BLOCK
CORPORATION**
Since 1919

37-17 57th St., WOODSIDE 77, N. Y.

So with his increased overhead, in all probability, his books will show . . . \$250 "expense factor" per car.

So he has a \$50 operating loss per car times 500 cars or \$25,000 operating loss on the second 500 deals.

So how does he end up? With \$25,000 operating profit instead of the \$50,000 he made on the first 500 sales.

He used up one-half of the profit on the profitable \$400 deals to carry the expense burden of the \$200 deals.

If we really want to make our operation as profitable as possible, let's sell all the cars our market will absorb at a profit. Then let's reduce our capacity, if necessary, to the size needed to sell the number of cars we can sell profitably, and we have thereby cut our expenses and increased our operating profit to its maximum. So let's pass up these \$200.00 deals that our salesmen can't convert to \$300.00 and keep the profit of the \$400.00 deals. Only the deals above \$300.00 (in this example) add to our profit anyway.

305 Teachers Complete GM Mechanic Program

THREE hundred and five teachers in vocational schools and high schools have completed courses pertaining to advanced automotive maintenance in summer workshop programs conducted in 12 General Motors Training Centers throughout the country, according to Myrtle E. St. Aubin, director of GM's service section.

Some training centers offered one week of 40 hours of instruction, while others offered two weeks in additional subjects. Most of the teachers elected to take two weeks. Typical subjects were automotive electricity, carburetion, engine tune-up, air conditioning and various types of automatic transmissions. Instruction was by regular training center instructors and no tuition was charged.

The program was conducted in centers in Shawnee, Kan., Oklahoma City, Okla., and Jacksonville, Fla.

Tire Control Programs Cut Turnpike Deaths

BARRING cars with bald or badly-worn tires from the Pennsylvania turnpike has sharply reduced fatalities caused by tire failure.

This fact, among others, recently



Alan G. Rude, president of Universal C.I.T. Credit Corp., along with Vice-President Dean Chaffin of the National Automobile Dealers Association, Bozeman, Mont., and Senator John C. Stennis (D-Miss.) will speak at the 16th annual convention of the Mississippi Automobile Dealers Association at Biloxi Nov. 3-5 at the Buena Vista Hotel.

emerged from an informal spot check by the Du Pont Co. to determine if increased use of nylon cord tires — now said to account for 40% of replacement tire sales — had been accompanied by change in fatal accident patterns on major highways.

Commented Pennsylvania State Police Capt. Singleton Sheaffer:

"We have stepped-up our enforcement of putting people off the pike if their cars have bad tires, instructing toll gate and service area personnel to check tires closely, and our patrol cars are constantly on the lookout for bad tires."

As a result of the step-up, Sheaffer said, the public has become more tire-conscious and statistics show a marked decrease from 1956 in fatal accidents due to tires.

New Jersey and Ohio turnpike officials disclosed that only two fatal accidents during the first six months of 1957 had been attributed to tire failure.

Memphis Dealer Is First In De Soto's "Top Ten"

THREE Southern dealers were among De Soto's "top ten" in sales for the first six months of 1957.

Automobile Sales Co., Inc., of Memphis, Tenn., which reported a record 79% gain, led.

Tying for seventh place were two Texas firms, Ranes Motors, Inc., of Dallas, and Rosenstock Motors, of Houston.

Dynamic Business Growth in South To Continue—Nichols of Chrysler

THE fact that registration of passenger cars in the ten Southern states has increased two and a half times in 11 years, while personal income and retail sales have jumped six-fold since 1939, is a pretty good indication that business growth in the South will continue at a dynamic rate.

That was the prediction of Byron J. Nichols, general manager of automotive group marketing for Chrysler Corp., in an address to 200 Georgia dignitaries, corporation officials and dealers in Atlanta at official cornerstone-laying ceremonies for Chrysler's new training center last month.

Nichols pointed out that dealer sales in the ten Southern states



General Manager Nichols

to be served by the center were 27.4% higher this year than last, an increase considerably larger than for the nation as a whole.

"Automobile sales offer a good index of the South's growing prosperity," he said. "In 1945 registrations of passenger cars for the industry in the ten Southern states totaled 4,256,174. As of December 1, 1956, industry registrations for the same area totaled 10,526,408."

Nichols emphasized that within 11 years industry registrations of passenger cars had increased two and a half times.

"Five of the Southern states commonly identified with the Deep South report that manufacturing output, personal income and retail sales have increased six times over what they were in 1939," he stated. "This dynamic growth means a great deal to everyone who lives in the area. And it means opportunity to us in Chrysler Corp. and to our dealers."

Nichols explained that the Atlanta training center is to be the first of four such facilities to go up in the nation. Others are soon to be built in Rye, N. Y., Chicago and Los Angeles, he said.

"The Atlanta Training Center is being established to help train thousands of young men in man-

agement, sales and service phases of the automobile business," he said. "By helping them we hope to stimulate interest in the automobile industry and to show other thousands that the automobile companies and dealers of today are alert to the needs of the motoring public."

The speaker is far from a stranger to the Southeast. He was, a few years ago, in charge of the De Soto office in Atlanta and learned then a lot about the region's progress.

HYDRAULIC VALVE TREATMENT

For Top Engine Performance



CORRECTS!

Frees hydraulic valve lifters

Permits valve lifters to operate quietly

Dissolves engine sludge and varnish

Increases power and gas mileage



MAINTAINS!

Keeps valves and lifters free

Cools as it lubricates

Protects engine parts

Increases the life of your car



DO YOUR CUSTOMER A FAVOR! TELL HIM ABOUT THIS EASY Two-Step Treatment — He'll show his appreciation in repeat business!

Available in Canada through Radiator Specialty Company of Canada Ltd., Toronto 2, Ontario, Canada

EMEROL MANUFACTURING CO., INC.

242 WEST 69TH STREET, NEW YORK 23, N. Y.



New officers and other officials posed here at the convention of the Georgia Automobile Dealers Association (l. to r.): front row, R. C. Dunlap, Jr., of Macon, retiring president; J. C. Lewis, Jr., (Ford) of Savannah, president; Joe Westbrook of East Point, first vice-president; James C. Downing of Atlanta, second vice-president; Darrell Johnson of Thomson, treasurer; John H. Lander of Atlanta, NADA director for Georgia.

and Frederick M. Sutter of Columbus, Ind., president of NADA; back row, L. L. Austin of Atlanta, executive vice-president; Howard Threlkeld of Vidalia, James G. Pritchett of Albany, Thomas M. Callaway, Jr., of Decatur, W. W. DeLong, Sr., of Gainesville, J. K. McDonald of Augusta, C. B. Brannen of Unadilla and B. F. McClelland of Waycross, who are directors. The convention was considered most outstanding.

Georgia Dealers Endorse NADA Sales Plan

A RESOLUTION endorsing NADA's plan of protected sales territory for franchised dealers won adoption at the annual convention of the Georgia Automobile Dealers Association at Savannah Aug. 18-19.

The resolution left no doubt that the association favored this over the Authorized Dealer Survival Association, Inc., program. It came shortly after NADA's President Fred Sutter of Columbus, Ind., had asserted that the ADSA "is good in that it spotlights a desperate condition of the dealers," but "the rest of it is no good."

Declared the Dodge-Plymouth dealer:

"This industry has troubles enough without being split down the middle."

Another resolution condemned "misleading" and "unethical" advertising of new cars by franchised dealers, being obviously aimed at some ads published in metropolitan newspapers recently in Georgia.

Among the speakers were Joseph E. Bayne of Ford's dealer policy board, Patrick J. Crowley, administrative assistant to Ivan L. Wiles, executive vice-president in charge of GM's dealer relations, and John A. Williamson, sales consultant of Birmingham, Ala. (Digests of the Bayne and Crowley talks appear on pages 158 and 152, respectively.)

Rayon Tires Call Nylon Noisy

NYLON cord tires produced from 1.2 to 4.3 times the noise intensity of rayon cord tires in comparative tests conducted by a sound engineering firm and reported by its consulting engineer in acoustics, Lewis S. Goodfriend of Scarsdale, N. Y.

Expressing these intensities in terms of loudness, Goodfriend reported that nylon tires were from 10% to 33% louder than rayon tires operating at equal speeds.

Using two sets of tires with the same tread design, Goodfriend conducted the tests in the speed range of 20 to 60 mph — the speeds most frequently used by the average motorist. At all speeds, nylon tires were reportedly noisier.

Tests were conducted for the American Viscose Corp.

**ATTENTION . . .
JOBBERS · DISTRIBUTORS**

"Little Lube"
and
UNIVERSAL Lubricating Systems take
pride in announcing
that the **FRANK H. WILLIAMS COMPANY**
has been appointed as our exclusive
representatives for Florida, Georgia and Alabama.

Our fast moving line of lubrication products include . . . { • Grease Guns • Grease Hoses
• Grease Fittings • Couplers

Priced for quick turnover and YOUR profit.

*Certain desirable sales territories still available in Florida, Georgia and Alabama.

For complete details write . . .

FRANK H. WILLIAMS CO.
Representative
Box 665, Covington, Ga.
Telephone 2366

or
write
direct
to . . .

**UNIVERSAL
LUBRICATING
SYSTEMS, Inc.**
Oakmont, Penna.

New Parts Packaging Introduced by Ford

NEW colors, stronger containers and a trademark to discourage counterfeiters are three features of the new FoMoCo packages and labels identifying Ford parts, introduced by Ford Division to highlight its parts and service operations sales promotion campaign.

The new colors of red and gray blend with the new signs being displayed by Ford dealers and selected independent repair shops, and make the items easily identified.

The stronger cartons, made of especially heavy materials, are designed to protect the parts against damage before they reach the customer. Some have plastic windows, allowing customer to see what he is buying.

To prevent counterfeiting, each container carries the registered Ford trademark and a legal statement prohibiting the manufacture of the carton without company permission. The container is also designed to prevent simulating, which differs from counterfeiting in that the simulator attempts to make the package resemble the original without using the company name.

Ford Division Sets Production Record

FORD had produced by mid-August more cars during the 1957-model year than were produced in any other model year in division history and will produce over 200,000 more of the current model, J. O. Wright, Ford Motor Co. vice-president and Ford Division general manager, announced.

Wright made the announcement on the occasion of the production of the one and one-half millionth 1957 Ford car. The old record was established in 1955 when Ford built 1,451,000 cars.

In announcing the production totals, Wright said that 1957 would be one of the most successful years in division history, particularly in regard to increased dealer profits.

Associates Chalks Up Record Business

BUSINESS volume of Associates Investment Co. and subsidiaries, for the first six months of 1957, hit the highest mark in history for such a period, with more

automobile dealers using its accommodations than ever before.

That was the recent announcement from Board Chairman Robert L. Oare, who attributed increased earnings to "a greater amount of income received from higher outstanding receivables."

Consolidated net earnings amounted to \$10,159,466. Volume totaled \$851,447,082, an increase of 14.5% over the \$743,793,969 in the same period of 1956.

Retail motor vehicle installment receivables accounted for \$352,591,750 of volume total, as com-

pared with \$347,831,498 in 1956. Loss and delinquency experience continued at a favorable level, with receivables remaining highly liquid and amply protected by reserves for losses, Oare reported.

DeVilbiss Moves in Atlanta

The direct factory branch of The DeVilbiss Co. in Atlanta, Ga., has moved to new and larger quarters at 1100 Northside Drive, N.W. Sales, service, repair and exchange, engineering and inventory will be maintained in the new location.

NEVER BEFORE

So many
Sales aids
to help you sell
more SHOCK
ABSORBERS

More window streamers... more window trims... more wall posters... more handout literature... yes, MORE of every kind of sales aid than you've ever been offered before. That's the big BRIGGS shock program for 1957. It's your opportunity to sell more shocks... make more profits than ever before. Don't miss it. Ask your jobber today.

The Briggs Shock Absorber Company
1148 Euclid Avenue • Cleveland 15, Ohio

ALL these and more



Steering Wheel Snap-On... and many others

FOR BIGGER PROFITS... BIGGER SALES... SATISFIED CUSTOMERS... IT'S

BRIGGS

FOR THE RIDE OF YOUR LIFE... FOR THE LIFE OF YOUR CAR

HYDRO-MUSCLE
RIDE CONTROL



Franchise Strength Cited By Crowley of GM

THE franchise system has inherent strength and flexibility to meet current merchandising trends, but its continued success depends upon the resourcefulness and initiative of individual dealers, a General Motors executive said last month.

Patrick J. Crowley, administrative assistant to Ivan L. Wiles, General Motors executive vice-president in charge of dealer relations, addressed the annual meeting of the Georgia Automobile Dealers Association at Savannah Aug. 19.

He recalled that earlier this year Harlow H. Curtice, president of General Motors, urged franchised dealers to join him in a "crusade" to eliminate malpractices threatening the franchise system of distributing cars and trucks.

Crowley emphasized that if this crusade is to be effective each dealer must exercise personal leadership based upon "a realistic appraisal of the market place."

"It calls," Crowley said, "for new concepts . . . new ideas . . . new thinking . . . to inspire concrete

and constructive action. It calls for the traditional resourcefulness of each automobile dealer in order to crown our joint efforts with success."

Currently the franchise system is being challenged by other merchandising methods, Crowley said. "Personally . . . I believe the franchise system contains within itself the vigor, the flexibility and the vitality necessary to overcome any challenges."

He warned, however, that "in the long run the system of distribution which will prevail in any retailing field is that which brings the greatest value for the dollar to the ultimate consumer. The franchise system has to stand on this principle of superior value or it will be eventually modified or displaced."

"We are in the midst of a merchandising revolution," he said. "The retailing world has been changing all about us. From the smallest town to the largest metropolitan centers, profound changes have occurred in every facet of retailing."

He urged dealers to make a "critical re-examination and re-evaluation" of traditional methods

and operating policies.

For example, he said, "for many years we have recognized that about two-thirds of all new-car sales are directly influenced by women. And yet, I strongly suspect that women don't feel comfortable visiting automobile showrooms. Women like to shop, so why shouldn't a dealership be a place especially attractive to women? Why should our dealerships look and be run like a club for men only? Why shouldn't there be sales ladies as well as sales men in our automotive business?"

"We must look anew," Crowley said. "We must see what we look at. We must understand what we see. We must learn from what we understand. But above all, we must act on what we learn."

Georgia IGO Expands

Expansion continues for the Independent Garage Owners of Georgia, President H. F. "Red" Reagin reported last month. Units or activities aimed at creating units were reported for Carrollton, Atlanta, Savannah, Marietta, LaGrange, Albany, Athens and Macon.

Scenic Perfection

High in the majestic mountains of Virginia, Hotel Mountain Lake provides the ultimate in vacation pleasures. A crystal clear lake for fishing, swimming, boating . . . horseback riding, golfing, tennis,

mountain climbing . . . in nature's most scenic setting. Invigorating climate, crisp, cool nights. Choice of excellent hotel accommodations or secluded rustic cottages.

AMERICAN PLAN - REASONABLE RATES

Open June 1st thru Sept. 15th
Write to Hotel

MOUNTAIN LAKE
Mountain Lake, Virginia

AFFILIATED NATIONAL HOTELS

AIR CONDITIONED
TELEVISION
RADIOS

ALABAMA: Mobile—the Admiral Semmes; Birmingham—the Thomas Jefferson. WASHINGTON, D. C.—the Washington. INDIANA: Indianapolis—the Claypool. LOUISIANA: New Orleans—the Jung and the De Soto. NEBRASKA: Omaha—the Paxton. NEW MEXICO: Clovis—the Clovis. SOUTH CAROLINA: Columbia—the Wade Hampton. TEXAS: Austin—the Stephen F. Austin; Brownwood—the Brown-

wood; Dallas—the Baker and the Travis; El Paso—the Cortez; Galveston—the Buccaneer, Galvez, Seahorse, Jean Lafitte and Coronado Court; Laredo—the Plaza; Lubbock—the Lubbock; Marlin—the Falls; San Angelo—the Cactus; San Antonio—the Menger and the Angeles Courts. VIRGINIA: Mountain Lake—the Mountain Lake; Norfolk—the Monticello.

OFFICES:

New York.....Circle 7-6940
Chicago.....MOhawk 4-5100
Mexico City.....46-98-92
Washington...Executive 3-6481
Cleveland....Prospect 1-7827
Galveston....Southfield 5-8536



Free Inter Hotel Teletype
Reservation Service

GM Appoints Three General Managers

GENERAL Motors has appointed new general managers for three of its divisions, President Harlow H. Curtice announced.

Donald L. Boyes, formerly general manager of Hyatt Bearings Division, will head the Delco-Remy Division, Anderson, Ind., succeeding H. D. Dawson, who retired after 32 years' service.

Warren E. Milner, former manager of Milwaukee operations of AC Spark Plug Division, is replacing Boyes, while Albert F. Davis, formerly director of engineering and manufacturing of Diesel Equipment Division, Grand Rapids, Mich., will head up that division, succeeding C. F. Runchey, who retired after 38 years.

Chrysler's 1957 Output To Reach 1,213,100

CHRYSLER Corp.'s U. S. production of 1957-model cars will approximate 1,213,100 units, estimated W. C. Newberg, group vice-president - automotive, as the phase-out period neared.

The estimated total output for each passenger car division of Chrysler Corp. was outlined as:

Plymouth, 662,800; Dodge, 280,800; De Soto, 117,500; Chrysler, 116,000, and Imperial, 36,000.

Assembly of the company's 1958 models is scheduled to begin as early as Sept. 18, with all car divisions approaching full operation during the week of Sept. 23.

GM Centers Turn Out 16,000 in Six Months

IN THE first six months of this year, more than 16,000 dealership mechanics have completed Chevrolet's advanced courses in automotive servicing and maintenance at 30 General Motors Training Centers, according to E. L. Harrig, national service and mechanical manager.

During the period, the mechanics aggregated more than 209,000 hours of instruction under Chevrolet experts, Harrig said. The courses covered latest methods, material and equipment for servicing and maintaining Turboglide transmission, fuel injection and other new mechanical features of the 1957 Chevrolet cars and trucks.

In the last three and a half years, Harrig said, some 66,000 dealership service technicians received a total of 900,000 hours of instruction.

Ford Granted Trade Mark On "Texans" Label

AFTER nine years, its "Built in Texas by Texans" label has been made official with a trade mark by the Dallas Ford assembly plant.

Executives at the plant were embarrassed recently to find that the blue-and-white lariat sticker was not protected by law, when an out-of-state leather goods manufacturer inquired into the possibility of using a similar slogan on

its products. Ford promptly applied for and was granted a trade mark by the Texas secretary of state August 9.

Interesting imitations and parodies have existed almost as long as the slogan itself. Some of these variations include "Built in Cages by Cajuns," "Built in Virginia by Virgins" and "Frozen in Alaska by Eskimos."

Since 1936 the majority of the more than 1.3 million Dallas-built Fords have borne the well-known sticker.

the original
Double Action

HAND
CLEANER

that cleans
IN $\frac{1}{2}$ THE TIME

Pat. No.
2,700,490

ONE SHOT
DISPENSER

Cuts costs
50% AND MORE

saves time
saves money
protects skin

GREASE & GRIME
IS
Go-Jo
TIME!

Tested and proven Go-Jo Hand Cleaner provides the best in fast action removal of embedded grease, grime, paint, ink, asphalt, mastic — all stubborn soil. And scientifically formulated to assure gentle, dermatologically safe protection for the skin.

For efficient, economical hand cleaning — it's time to depend on GO-JO. Order from your Jobber.

GOJER, INC. • Box 991, Akron, Ohio
America's Largest Manufacturer of Creme Type Hand Cleaners

American Motors Adopts "Body-Dip" Painting

A NEW "body-dip" painting process, said to rustproof automobile bodies completely inside and out, will be used by American Motors Corp. on its 1958 models.

The dip method, under which the entire car body is submerged in a giant tank containing a rust-preventing primer, is the first used by an American automobile manufacturer, according to E. W. Bernitt,

vice-president of automotive operations.

The body-dip processes have been used extensively by European car manufacturers, Bernitt said, but have never before been used in this country. Hitherto, the bigger American bodies have been too difficult to handle under European methods.

Before dipping, the body is bonderized, a process which further prevents rust. The tank into which bodies are dipped by overhead monorail is 91' long, 7' 6"

wide and 6' deep. It contains 15,000 gallons of the primer "Ferrocchrome," a red oxide alkyd fortified with zinc chromate made by Pittsburgh Plate Glass Co. Each body takes approximately two gallons.

All-Synthetic Tire Revealed by Army

A N ALL-SYNTHETIC, heavy-duty truck tire which reportedly will not chip and deteriorate, said to free this country from dependence on natural rubber imports, will shortly be in production in this country.

The Department of the Army also recently disclosed that the new 9.00x20 tire—the most widely-used Army type—was the result of combined research and effort by Army Ordnance, Mansfield Tire & Rubber Co., Mansfield, Ohio, and the Esso Research and Engineering Co. of New York.

Army officials described the tire as "at least equivalent or superior to military tires presently being manufactured." It is made wholly from a mass-produced synthetic rubber, butyl, created from oil refinery gases, and has passed all the Army's rigid tests, the announcement said.

Scientists reportedly said the new butyl would not chip or crack due to its closely-knit molecular structure.

NADA President to Speak At Finance Conference

PRESIDENT Fred M. Sutter of the National Automobile Dealers Association and Byron Nichols, general manager of group marketing for Chrysler Corp., will be two featured speakers at the 24th annual convention of the American Finance Conference in Washington, D. C., Nov. 4-6, at the Hotel Statler.

Other speakers tentatively scheduled include William McChesney Martin, chairman of the board of governors, Federal Reserve Board; Gabriel Hauge, administrative assistant to President Eisenhower; Elmer E. Schmuss, vice-president and cashier, First National Bank of Chicago, and Senator Homer Capehart of Indiana, senate banking and currency committee member.

American Finance Conference has 382 members operating 1,900 automobile sales finance offices throughout the United States and Canada.

**open season
for more profits**

T-250 \$22.50

**Special on
Stant Precision
Testers Now**

CT-245 \$7.95

Two real deals . . . each available when Tester is bought with PRA 500 Assortment of 16 Pressure Caps. Get ready now for the busy fall season. Stant Pressure System Tester T-250 instantly shows up leaks . . . proves to your customer need for replacement parts or repair . . . Florida dealer sold \$667 worth in 6 weeks last spring! For year 'round routine pressure cap inspections use a CT-245 Cap Tester at each pump island. You'll sell more pressure caps than you ever thought possible.

Ask your jobber or write
STANT MANUFACTURING CO., INC.
Connersville, Indiana

... naming your jobber.
used on America's Finest Automobiles as
Standard Equipment for a generation



Garagemen in the Kingsport, Tenn., area have organized a local unit with plans for joining the Independent Garage Owners of America. Kingsport wholesalers aided the meeting shown here. Officials present

included these men on the front row (l. to r.): J. Matthew Nelson of Holston Auto Supply Co., John Baker, president of the Kingsport IGOA unit, and Luther E. Turner of Chattanooga, southeastern IGOA director.

Car Dealers' Profit Eases Upward But Trails Well Behind '55 Total

PROFIT took an upturn for new-car dealers in the first half of this year but it trailed behind the level for that record sales year of 1955, according to the business management survey announced by the National Automobile Dealers Association.

Said this latest report, tabulated quarterly by NADA:

"While there has been little in recent profit experience of dealers to be happy about, there is some encouragement in the general upward trend during the first six months.

"Operating profit for all dealers, including finance income and before federal taxes, averaged out to 1.7% of sales at the end of June, or \$85 per new unit sold. This compares with 1.4% and \$68 in the first quarter, and only .8% and \$39 in all of 1956.

"13% of dealers surveyed reported an operating loss at the end of June — a sizable reduction from the 27% reported in the first quarter, and 30% at the end of last year.

"Over-all gross profit dropped \$24 per new car below the first-quarter average.

"Selling expense averages showed little change, but the total of all other expenses dropped \$42 per car.

"This drop in operating expense ratios resulted largely from increased volume in the second quarter, rather than from actual expense reductions.

"The average wash-out gross per new unit in the six months period was \$423 — \$10 off from the first

quarter figure of \$433, but \$20 above the average last year.

"After deducting direct selling expenses, this wash-out gross from new- and used-car sales covered 51.7% of all remaining expenses, including officers' and owners' salaries and bonuses to employees.

"This highly important figure, which expresses the ability of the dealer to cover a reasonable proportion of his fixed, or operating overhead from new- and used-car operations, is called "car absorption," a term originated by NADA. It rose from 43.4% in 1956 to 49.8% in the first quarter, and then to 51.7% in the first six months.

"This is a vital figure for every dealer to watch during the balance of this year. The trend of the relationship between wash-out gross and operating overhead during the clean-ups and model changes yet to come will largely determine whether dealers generally can hold the gains already made, and finish the year with a fairly satisfactory profit.

"For the individual dealer, the best insurance of continued profitable operation will lie in a thorough understanding of his true cost of selling the new car."

Dealer profit aggregated 3.1% in the first half of 1955.

Du Pont Again to Sponsor Anti-Freeze Week

ANTI-FREEZE Week, sponsored by Du Pont Co. to get the anti-freeze selling season off to an early start, is set for the South Oct. 28-Nov. 3.

"A recent survey finds that 42% of all car owners would buy anti-freeze early (before the first freeze) if dealers asked them to do so," said T. A. Parrott, sales manager for "Zerone" and "Zerex."

"This large percentage of willing buyers compares with the present small number of car owners (10%) who, the survey reports, usually install early."

Tennessee Dealers Plan Six Regional Meetings

A SERIES of six regional meetings, aimed at giving its members timely information and counsel for making the most of the introduction of the 1958 model cars, is scheduled for November by the Tennessee Automotive Association.

The meetings, at 6:30 p.m., will be held at the Country Club, Johnson City, Nov. 5; Andrew Johnson Hotel, Knoxville, Nov. 6; Country Club, Chattanooga, Nov. 7; Richland Golf Club, Nashville, Nov. 12; New Southern Hotel, Jackson, Nov. 13, and at the Peabody Hotel, Memphis, Nov. 14.

Chrysler Dealers Insured For \$150 Million Plus

MORE than 7,000 dealers retailing Plymouth, Dodge, De Soto, Chrysler and Imperial cars and Dodge trucks have elected to participate in the new life insurance program sponsored by Chrysler's group marketing organization, to the tune of above \$150 million.

Under the plan which went into effect July 1, dealers may be eligible for up to \$100,000 in group life insurance, with the maximum amount determined by a dealership's sales volume.

National Garagemen's Body Reports Wide Interest; Miamians to Meet

STEADY progress toward developing the strength of the Independent Garage Owners of America was detailed last month by the executive director, Ralph H. James, from his Tulsa, Okla., office.

He plans to be in Miami, Fla., Sept. 17 to meet with the group there which already has 71 members. Invitations to an additional 500 garagemen over the state have been sent out, according to Luther Turner of Chattanooga, Tenn., the southeastern field secretary of IGOA.

Interest in learning the steps toward affiliating with IGOA has lately been expressed in communications from Lexington, Ky., Greenwood, Miss., Baton Rouge, La., and Terre Haute and Hamlet, Ind., James said.

Hartford, Conn., has elected temporary officers. Three cities in Maine — Portland, Biddeford and Lewiston — and Providence, R. I., have arranged for meetings.

Kingsport, Tenn., has elected

temporary officers and Shelbyville, Tenn., has held a meeting. With seven garagemen in Muskogee, Okla., already signed up, only one more member is necessary to bring into being a local unit under the state group. Several meetings have been held over Georgia in the last two months.

There's talk of a meeting this month in St. Louis, Mo., to form a unit.

James reported also that three allied members had signed up — Gates Rubber Co., Chicago Rawhide Mfg. Co. and Aetna Finance Co.

James was to address the annual convention of the Automotive Parts Rebuilders Association in Chicago earlier this month.

Howard Eves of Pasadena, Calif., immediate past president of IGOA, has been invited to address the annual convention of Motor and Equipment Wholesalers Association to be held next February in Los Angeles.

Edsel to Set Peak In Aluminum Use

THE automobile industry's newest car, the Edsel, will set a new high and a new precedent in the use of aluminum, with 39% more aluminum per car than the average of today's models, according to Reynolds Metals Co.

From the 18 models of the four Edsel series, a list of representative aluminum parts included front wheel brakes, transmission and control items, engine assembly, front door name plates, right and left outside quarter assembly panel and the twin battery to starter cables.

Car Show Promoter Hayes Dies in New York

H. JAY Hayes, 88, who claimed he conducted the nation's first automobile show in Chicago in 1900, died recently in New York.

Credited with building, in 1898, the first all-metal car body, Hayes demonstrated its indestructibility at that earliest show by setting fire to the body of his steam-powered automobile to show the advantage of metal bodies.

**"\$3,969
IN 1 MONTH
Repairing Radiators!"**



"My Inland equipment and the wonderful job it does has attracted nearly a \$4,000-a-month volume!"

— Neyland's Auto Paint & Body Works, Baton Rouge, La.

"We are going at the rate of \$16,000 a year!" — McRill Auto Service, Twin Falls, Idaho. "\$13,904 in 9½ mos.!" — McCain-Richards, Monroe, La. Many do as well or better. Why don't YOU get into this Big Income business? 20,000,000 Radiators Need Servicing Yearly! And with today's engine power increased, and the cooling capacity decreased, radiators will require more service than ever before! Here's a business with a growing future! Inland, the industry's leader, offers equipment, training, Pays-For-Itself purchase plan—advertisements nationally to attract radiator servicing business to Inland-equipped shops. Mail coupon!

INLAND MFG. CO.

1108 Jackson St., Dept. SA-9, Omaha 2, Nebr.

World's Largest Manufacturer
of Radiator Servicing Equipment

SOLD EXCLUSIVELY BY MAIL

WRITE

INLAND MFG. CO., Dept. SA-9, 1108 Jackson St., Omaha 2, Nebr.

Please send new free book, "Blue Print For Profits."

FREE TRAINING SCHOOL

Factory school trains you or your man quickly; Cleaning, repairing, recoring, pricing, everything! FREE to Inland customers.

FIRM

(PLEASE PRINT)

ADDRESS

ZONE STATE

CITY

TITLE

BY

If dealer, make of car sold.

Are you now operating a radiator dept. Yes No

**DOUBLY DEPENDABLE . . .
TRAMCO "O" RINGS
ARE TOPS!**



- Pioneers in the field of "TRANSMISSION ENGINEERED PARTS."

TRAMCO "O" RINGS

A special, exclusive automotive formula makes for resistance to high heat in operation; withstands abuses of automotive operation. Master envelope designed for quick, sure identification.

- A complete line Nationally Distributed.

AUTOMATIC TRANSMISSION PARTS & REPAIR KITS

Tramco Industries Inc.

125 WEST END AVE., NEW YORK 23, N. Y.

Pontiac Celebrates 50th Anniversary

AMONG the relatively small number of automobiles to have survived the country's most competitive business, Pontiac is observing its 50th year of passenger-car production.

On August 28, 1907, the Oakland Motor Car Co. was organized and production of a pioneer "two-lunger" began on 50,000 square feet of floor space set aside in the Pontiac Buggy Co., which was founded in 1893 and of which Pontiac Motor Division is a direct descendant.

The Oakland remained "healthy" from the start, and in 1908 a four-cylinder model was introduced and 278 built.

In 1910, after Oakland had become a part of the newly-created General Motors Corp., 4,000 cars were produced. Three years later the company introduced its first six-cylinder car along with a light, four-cylinder model equipped with a self-starter.

Sales increased and in 1926 a six-cylinder companion car, named Pontiac after the city of its birth and a famous Indian chieftain, was introduced. The first Pontiacs were built in the crowded Oakland plant. However, late the same year construction was underway on a new Pontiac plant located on 246 acres in north Pontiac.

Pontiac output reached 127,699 in 1927 and by 1931 had so far outdistanced the Oakland in sales that the Oakland was discontinued and the company became Pontiac Motor Division.

After 50 years, Pontiac operations extend over 6.5 million square feet of floor space in the home plant, plus additional operations in seven GM assembly plants across the country. During Pontiac's 50 years, approximately 7,000,000 cars have been produced, with nearly 6,500,000 carrying the Pontiac name. Over 4,000,000 have been built in the years since World War II.

General Tire Develops New Synthetic Rubber

A NEW synthetic, a polyurethane rubber called Genthane "S", reportedly capable of outwearing any known rubber, has been developed by The General Tire & Rubber Co.

Completely oil- and ozone-resistant, the new synthetic can be stored indefinitely without de-

teriorating, it was claimed. Immediate uses will be in valves, gaskets, oil hose, O-rings, oil seals, pumps, wire and cable insulating covers, vibration absorbers, as well as other applications.

Kelley Succeeds Mathews As GM Chief Engineer

OLIVER K. Kelley, head of the transmission development group at General Motors, has been named chief engineer of Buick, succeeding Verner P. Mathews,

who will retire Jan. 1.

Kelley, 53, was a pioneer in the design and development of automatic transmissions, according to Buick's General Manager Edward T. Ragsdale, having developed the Dynaflow torque converter transmission which Buick introduced in 1948, as well as others. A native of Finland, Kelley was educated at Chicago Technical College and Massachusetts Institute of Technology. He began work for General Motors as a draftsman for Cadillac.

Remove stuck valve lifters in minutes instead of hours

Yes, the new

Lisle

HL1 Hydraulic Valve Lifter Tool will pull tightly frozen valve lifters from the block quickly and easily . . . will save hours on many tough jobs.

EXCLUSIVE FEATURES

- Removes All types hydraulic valve lifters.
- Spring plunger unloads lifter as the tool is inserted.
- Slide hammer action gets the tough ones—screw puller takes the really tough ones.
- Lock-on rims expand in straight line—give positive attachment to all lifter sizes.

INCLUDED WITH THE HL1 IS THE "INANOUT" TOOL . . .

The special combination hook and magnet "Inanout" tool, included with the HL1, pulls out the lock spring and lifts off the cap. Also aids in reassembly.

ASK YOUR JOCKER

Box 1028

Lisle



PISTON
REGROOVER

RECONDITIONING WORN OR DAMAGED TOP RING GROOVES—For use with steel inserts or oversize rings.

The Lisle PR1 Piston ReGroover is easy to operate—handles like a pair of pliers. Fast, Precision cutting. Big 2" to 4½" range.

Cutters available for all rings and inserts. When ordering, specify ring make.

ASK YOUR JOCKER
Box 1028

LISLE CORPORATION

Clarinda, Iowa

LISLE CORPORATION

Clarinda, Iowa

SAFETY

for your hands!

DL ORIGINAL Cream Type HAND CLEANER

with HEXACHLOROPHENONE and

LANOLIN



DL
SAFELY REMOVES
GREASE • GRIME • CARBON
LIPSTICK • PAINT • SHELLAC
ASPHALT • RUBBER CEMENT
GUM • TAR • PRINTERS INK
ADHESIVES, ETC.

BUILT-IN PROTECTION

- Formulated with Lanolin and Hexachlorophenone DL keeps hands soft and guards against infection. No harsh abrasives or harsh solvents to irritate your skin.

ACCEPT NO SUBSTITUTE

First and Finest for Over
Twenty Years!



Questions on Territorial Security

By NADA Plan Listed by Bayne

By JOSEPH E. BAYNE*

Member, Dealer Policy Board, Ford Motor Co.

I AM sure most of you are acquainted with the territorial security proposals advanced by the board of directors of the National Automobile Dealers Association.

Back in June we received letters from Admiral Frederick J. Bell, executive vice-president of NADA, asking our comments on a proposal which would penalize dealers who make cross sales.

The NADA plan would increase the dealer's cost per unit by a suggested minimum of \$100. The manufacturer would then pay a dealer \$100 for each new unit sold in his territory, whether or not he actually made the sale.

Of course adoption of such a proposal would have far-reaching effects. Just what all those effects would be we are not sure. . . .

Marketing Staff Studying Plan

At Mr. (Henry) Ford's direction our marketing staff already has begun an extensive research project on this proposal. This research will be thorough and complete. It will take several months to get the answers. We are approaching the problem with an open mind and will in the end be guided by the answers we find to the questions raised by the NADA proposals.

Because this program could have a far-reaching effect upon your businesses, I am sure you gentlemen will be interested in some of the questions that have occurred to us and will be the subject of our research.

Before we make a decision upon such a far-reaching proposal we need to know how much cross-selling goes on and where it occurs. Is it mostly confined to metropolitan areas, or does it also blanket small, single-dealer towns? If its incidence is confined mostly to metropolitan areas, would the NADA proposal have any limiting effect?

We need to know whether cross sales are on the increase, are fairly constant, or are on the decrease. We know, of course, that such sales occur and have occurred throughout the history of the industry. In fact, most of the industry has in the past tried to main-



*Excerpts from an address before the annual conventions of the Georgia Automobile Dealers Association at Savannah Aug. 19 and the Automobile Dealers Association of West Virginia at White Sulphur Springs Aug. 26. Bayne is a former sales manager of Plymouth and more recently was general sales manager of Lincoln-Mercury Division. He has addressed many state dealer associations.

tain territorial security plans of one kind or another. But we do need to get some kind of a picture of the cyclical incidence of cross-selling, if there is found to be such a pattern.

Then, certainly we need to find out what factors cause cross-selling. Does it occur, for instance, because some dealers try to get too large a profit margin? Or because some dealers are more efficient or friendlier or better liked than others? Does it exist because some dealers do a better job of merchandising than others, or offset better service?

We need to know, too, how much cross-selling results from advertising appeals that spill over outside a dealer's territory, how much of the problem is traceable to the mobility of the population.

We need to know how much damage, if any, cross-selling does to dealers.

Most important of all, we need to know how customers would view an attempt to halt cross-selling. Does a customer regard a trade-in transaction as a sale of his car, and if so, would he resent having his market limited to one dealer? Is the customer's disposition to buy our products — regardless of the make traded in —

VELLUMOID

VELLUMOID
for Vital
Sealing Jobs

Because of Vellumoid's long experience in manufacturing the exact gasket for so many various jobs, design engineers specify Vellumoid Materials to be sure. The Vellumoid sales engineer in your territory will gladly work with your design group to be sure you get the correct gasket every time.

Specify Vellumoid Materials for a perfect seal!

THE VELLUMOID COMPANY
Worcester, Massachusetts



ASSURE BETTER PERFORMANCE

because cups . . . expanders . . . and springs were designed to work as a team, achieving the ultimate in smooth positive action.

All others trying to duplicate TRU-TORQUE retain the same problem of erratic sticking action due to wrong expander angles and improper spring tension.

ASK YOUR JOBBER ABOUT TRU-TORQUE



Warm up cold motors FAST!



New Super-Hot

SUREFIRE

**MOTOR
STARTING FLUID**



*Starts Any Gas or Diesel Engine, with TLC**

*Tender Loving Care

Economical Pint Can

That's right! The new, patented, low-ether formula SUREFIRE is safe...protects your engine against expensive upper cylinder damage and reduces engine wear by eliminating slow, hard starts all year 'round. The cheapest engine starting insurance you can buy. Tested and approved by major oil companies. Approved by NYC Fire Dept. Meets all ICC requirements. SureFire Starter Sprayer is available for easy application of bulk fluid.

- ✓ Prolongs battery and starter life
- ✓ Prevents crank case oil dilution
- ✓ Eliminates expensive standby time
- ✓ Reduces maintenance cost
- ✓ Operates to 65° below zero

Double-your-money-back guarantee. Sold at all leading automotive construction equipment and mill supply dealers. Try it today.



SureFire also comes in Handy 11-oz. Pushbutton Can

WILCO COMPANY
INDUSTRIAL & COMMERCIAL DIVISION
4425 Bandini Blvd., Los Angeles 23, California

surefire is especially effective for starting
2-cycle engines

stronger on cross sales than on sales made inside a local dealer's territory?

How serious a problem is the provision of warranty service on a cross-sale? Could this problem be solved more readily by some method other than the NADA plan?

From the dealer's standpoint, we are interested in whether a dealer's profit is greater from a cross sale than from a sale inside his own territory. Would territorial security make a dealer more dependent upon the popularity of his make of car and less able to control his fortunes through his own efforts?

How would territorial security affect bootlegging and misleading advertising? Would territorial security really solve the problems of a weak dealer, or merely drive his customers to a competing make?

I think all of us would want to know how feasible the NADA plan would be to administer, and whether dealers could administer it themselves, or whether the manufacturer would have to take over its administration.

A very important problem re-

volves around the additional capital that would be required in dealerships to put such a plan into operation. In some cases provision of the new capital represented by an added charge of \$100 per unit could be quite burdensome on dealers. The cost of such additional capital would have to be figured into the cost of doing business.

These questions I have raised are only a part of the broad inquiry we have launched. I am sure that if you think about this proposal other questions will suggest themselves to you.

What the answers to all these questions will be, and what our final decision will be, I do not know at this time. But I will say this much: cost factors will be heavily persuasive. Our industry simply cannot afford to adopt measures that will increase costs so much as to put the automobile at a competitive disadvantage with other consumer goods in the economy.

I think most of you will agree with me on that. What we do must be in the long-range economic interest of both the dealer and the manufacturer.

Whichever way the ball bounces, some dealers will be tempted to blame the manufacturers for all their troubles. Some will feel that their factory doesn't care whether they sink or swim as long as it gets its profits. To rebut that feeling, I would make the point that no manufacturer can ever afford to adopt such an attitude toward dealers. We are not in a short-term business. We are in business for the long pull, and all of us are going to need our dealers all the way. We have all made multi-million-dollar investments for future production, and our long-term health depends upon economical use of those facilities.

Caserio Succeeds Milner At AC Division

MARTIN J. Caserio has succeeded Warren E. Milner as manager of Milwaukee operations of AC Spark Plug Division of General Motors.

Glen R. Fitzgerald, former chief engineer, automotive products, succeeded Caserio as director of engineering and equipment sales for the AC Flint plants.

LEE LIFETIME

- Zero to 90° positive stop — and minus one degree setting
- V-ways with automatic take-up for wear
- Collet Chuck



Valve Refacer

SUPER FINISH
AND
EXTREME
ACCURACY

MODEL
K403C

Occasionally a manufacturer develops a product that is so outstanding that the trade gives it a rousing welcome. The K. O. Lee Lifetime Refacer is such a product.

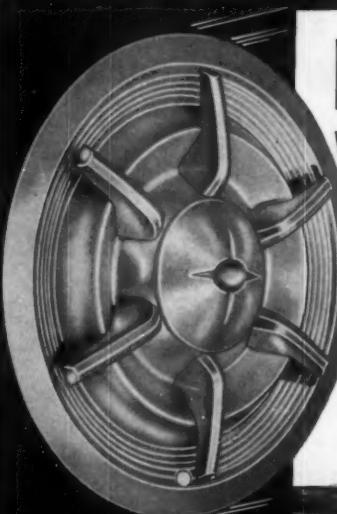
The K403C refacer does an exceptionally fine job of grinding valves—providing a super finish seldom equaled by more expensive machines.

K. O. Lee Company, Aberdeen, S. D.

National WHEEL COVERS are Big Business for YOU!

Over 80 models for passenger and commercial vehicles. Sizes for 16", 15" and new 14" wheels.
• Gleaming triple chrome plate
• Interchangeable with original equipment • Exclusive self-slip no-tarn, no-squeak attachment springs • Specific car models and universal styles.

See Your Jobber—
Write for Catalog



Namsco also manufactures Hub Caps for popular cars and for industrial use: boat and house trailers, lawn mowers, etc.

NAMSCO, INC.
BELLWOOD, ILLINOIS (Chicago Suburb)





The 1958 Opel Olympia Rekord, with panoramic windshields and full-view windows, will make its United States debut this fall at Buick dealer showrooms initially along the East and West coasts. The two-door sedan (top) features an entirely redesigned all-steel body. Two-door station wagon (bottom) has a load space of nearly six feet long, four-and-a-half feet wide and three feet deep, and folding rear seat.

Buick Dealers Get Set To Distribute Opel

Two models of the 1958 German-made Opel, a two-door sedan and a station wagon, will be distributed in the United States starting this fall through Buick Division of General Motors, it was announced Aug. 21.

Edward T. Ragsdale, general manager of Buick and vice-president of General Motors, said that present plans call for the importing of Opels to begin this month.

Buick was designated to handle the Opel when General Motors announced its decision to market foreign cars in the United States. The Opel is produced at Russelheim, Germany, by the Adam Opel A.G. Division of General Motors.

The two Opel models are the Opel Olympia Rekord, a two-door sedan, and the Opel Caravan, a two-door station wagon. Both car-

ry four-cylinder 45hp engines.

The first shipment of Opels to this country will be split evenly between the East and West coasts, Ragsdale said, and will be limited to the Rekord model. In November, when the Caravan becomes available, the distribution program will be expanded.

Standard equipment on both models will include heater and defroster, redline speedometer, oil bath air cleaner, clock, cigarette lighter, rear-view mirror, turn signals, dual sun visors, ash trays, adjustable front seat, chrome-plated hub caps and safety glass windows. In addition, the Caravan will be equipped with an overhead luggage rack on the roof.

The Opel models have identical engines of 90.8 cubic inch displacement and 6.9 to 1 compression ratios. They have 100.04" wheelbases, are 174" long and a total of 64" wide.

BREAK BEADS

Faster • Easier • Safer

KEN quality job-designed BEAD BREAKERS

Now...Improved design handles NYLON and TUBELESS beads with unprecedented ease



Ken DeLuxe Bead Breaker . . . For passenger car and light truck tires—Nylon, tubeless and tube-type. Now break beads on all types of wheels with greatest of ease. It's a whiz! Finest quality.

T-100



Ken Presto . . . For all passenger car tires and safety wheels—Nylon, tubeless and tube-type. Two hooks for greater versatility. Chrome alloy steel handle can't bend, even under heavy pressure. Won't mar tire or wheel!



Ken Champion . . . For cars, light trucks—on or off vehicle. Tremendous leverage. Portable. Forged chrome alloy steel.

ON CAR

OFF CAR

See your jobber!

SAVE LABOR, TIME AND MONEY.
INSIST ON KEN TOOLS. Finest Quality
and Design. Largest Exclusive Mfrs. of
Tire Changing Tools and Equipment.

The KEN-TOOL Mfg. Co.
AKRON 5, OHIO

Chrysler Assigns Logan To Southern Territory

MARTIN J. Logan, former manager of dealer planning and placement for Chrysler Corp.'s group marketing organization, has been appointed manager of the Philadelphia zone, succeeding H. L. Corley.

Logan will be responsible for sales in an area including Delaware the District of Columbia and parts of New Jersey, Virginia and Maryland. Prior to joining Chrysler in 1956, he operated his own dealership four years in the city of Fairfax, Va.

England's Stirling Moss Grabs Speed Records

GRAT Britain's well-known car racing driver, 27-year-old Stirling Moss, last month established five new Class F international records (up to 1,500cc engine capacity).

At the wheel of the small experimental MG built especially to fit him and officially identified as the EX 181, Moss smashed international records including 245.11-

mph, as opposed to the old record of 203.9 for the two-way mile. The earlier record was established in 1939 by Lt. Col. A. T. Goldie Gardner.

Built and crewed by the MG Car Co. of the British Motor Corp., the car is of radical air-foil-like design and is powered by a four-cylinder, 1,489cc engine with twin overhead camshaft. It stands no more than three feet high and is about 15' long. Its teardrop shape is designed to minimize wind resistance.

Arkansas Dealers to Hear Bell and Indiana Dealer

FREDERICK J. Bell, executive vice-president of the National Automobile Dealers Association, and Elson Sims, Vincennes, Ind., Ford dealer, will be among the principal speakers at the 23rd annual meeting of the Arkansas Automobile Dealers Association to be held in Little Rock at the Hotel Marion Sept. 19-21.

Among the other speakers will be P. J. Crawley, administrative assistant to the executive vice-president of General Motors.



The Scootacar, a three-wheeler produced by a British locomotive manufacturer, will accommodate two adults and a child along with a normal amount of luggage. Powered by a 197cc Villiers engine with a four-speed gear box, it is equipped with bumpers, windshield wiper, traffic signals and heater.

GM Ups Cost-of-Living Pay

An upward revision of three cents per hour in its cost-of-living allowance to approximately 350,000 hourly-rate employees has been announced by General Motors Corp., resulting from an increase in the nation's cost-of-living index.

**NOW - BALANCE ANY TRUCK WHEEL
RIGHT ON THE VEHICLE!**

FAST accurate centering!

SIMPLE 2-knob operation!

AMAZING Balance Prover!

EXTRA Powerful Spinner!

BEAR® On A Truck BALANCER



really has the guts for toughest heavy-duty balancing

Equipped with extra stamina to balance all sizes of Budd, cast spoke, car and light truck wheels. Rugged, extra-duty motor spins heaviest wheels. Precision Bear adapter plates insure fast mounting and accurate centering on all wheels. Simple 2-knob operation enables operator to see when he is adding or taking away weight, while wheel is spinning! Unique Balance Prover signals balancing progress for unerring accuracy. See On-A-Truck in action at your Bear Jobber's... or send for FREE Bear On-the-truck Balancing Facts.

Bear Mfg. Co., Dept. S-1, Rock Island, Illinois

Here's ALL YOU NEED to REPAIR your HYDRAULIC JACK!



JACK-PACK HYDRAULIC JACK REPAIR KITS & JACK OIL

JACK-PACK repair kits contain easy-to-follow instructions and all the packings necessary to make your jack work like new. And, be sure to use JACK-PACK hydraulic jack oil. It's the only oil with complete instructions for filling and bleeding your jack on the can.

ALL
MAKES
ALL
MODELS

Save Money... Try a JACK-PACK!

- No more big jack repair bills.
- No more high freight charges.
- No more long equipment tie-ups.

Write today for free folder:

jack pack
MFG. COMPANY

2115 No. Mariana Ave., Los Angeles 32, Calif.
ORDER FROM YOUR JOBBER!

Buick Appoints Kennard To Head Up Sales

TEXAS-BORN Edward C. Kennard has been appointed general sales manager of the Buick Division of General Motors, succeeding Albert H. Belfie, who was named merchandising manager on the staff of W. F. Hufstader, General Motors vice-president in charge of the distribution staff.

Kennard, who has been assistant general sales manager in charge of the home office staff since June 1956, started with Buick as a parts stock manager in 1947. In ten years he worked his way up to one of the top sales jobs in the nation, and at 38 becomes one of the youngest men ever to head the Buick sales staff.

Most of his service since joining Buick has been in the West and Southwest. He became zone manager in El Paso in 1951 and two years later moved to Portland, Ore., to establish a zone office.

He was transferred to Los Angeles as zone manager in 1954 and was promoted to Southwestern regional manager, with headquarters in Dallas, early in 1956. He transferred to Flint, Mich., from Dallas.

Belfie, 57, had been general sales manager of Buick since June 1950. He started with General Motors in 1919 as a clerk for Oldsmobile.

Lovejoy to Address Texans Oct. 2-4

FANK W. Lovejoy, a sales executive with Socony Mobil Oil Co., Inc., for 25 years, will address the Texas Automotive Dealers Association at its annual meeting in Dallas Oct. 2-4, on "The Principles of Merchandising."

Also a past president of the Sales Executives' Club of New York and a man of wide experience as a practical salesman, Lovejoy has addressed many state dealer conventions over the South.

Ports-of-Entry Prices Named for Vauxhall

PORTS-OF-ENTRY list prices for the Vauxhall Victor Super, which go on sale at Pontiac dealers this month, have been announced by S. E. Knudsen, general manager of the Pontiac Motor Division and vice-president of General Motors.

To be introduced first on the East and West Coasts, the Vauxhall will carry a port-of-entry list

price in New York City of \$1,812.50, in Detroit, \$1,881.36, and in San Francisco, \$1,994.64. The figures, which do not include destination, delivery and handling charges, nor federal excise, state and local taxes, cover heater and defroster, electric windshield wiper, directional signals and laminated glass and oil bath air cleaner as standard equipment.

The New York prices will also apply to other ports of entry on the East Coast and the Gulf of Mexico. Other ports of entry on the Great Lakes will be priced the same as Detroit, while the San Francisco pricing will apply to other West Coast ports of entry.

"Upside-Down" Map Pulls Year-'Round Demand

A YEAR-'ROUND demand has developed for the "upside-down" map from New York to Florida printed for vacationers in the last two winter seasons by Esso Standard Oil Co., with a third mid-summer printing just completed.

The novel map locates Florida at the top of the map, New York at the bottom, with names of cities, towns and route numbers right

side up. This enables the motorist to know whether to turn right or left and locate himself in relation to other highways and nearby cities and towns.

Available through Esso dealer stations in East Coast states from New York City through South Carolina, the map also may be obtained at the Esso Touring Service, Esso Building, Rockefeller Center, New York City.

Atlanta SAE Hears White

The Atlanta (Ga.) section of the Society of Automotive Engineers at its Sept. 9 meeting heard Joe W. White, division reseller specialist of Pure Oil Co., speak on "The Magic Barrel," an informative and entertaining talk and demonstration on petrochemicals.

Hansen to Address U-C Men

Victor R. Hansen, assistant attorney general in charge of the Justice Department's anti-trust division, will be among the speakers at the 11th annual convention of the National Independent Automobile Dealers Association at Washington, D. C., Nov. 24-26.

DYNAM ELECTROLYTE

NON-ACID

can TRIPLE BATTERY LIFE

Wherever
Batteries
Are Used

Partial
List
of Users:

- PET DAIRIES
- U.S. DREDGING COMPANY
- HOLSUM BAKING COMPANY
- FLORIDA FUEL OIL COMPANY
- WOODS SHIPBUILDING CORPORATION
- FLORIDA EAST COAST RAILROAD
- STATE MACHINE COMPANY
- CUMMINS DIESEL ENGINES
- BAHIA MAR MARINA
- KING OLDSMOBILE
- * NON-ACID
- * NO CORROSION
- * NON-EXPLOSIVE
- * LONGER BATTERY LIFE
- * NO DANGEROUS FUMES
- * RETAINS CHARGES WHILE IDLE

DYNAM ELECTROLYTE is sold through national distributors under a guarantee of satisfaction and dependability.

See your local DYNAM distributor or write:

DYNAM ELECTROLYTE COMPANY, INC.
3901 N. W. 17th Avenue • Miami, Florida

SOUTHERN AUTOMOTIVE JOURNAL for September 1957 Want more facts? Use Reader Service Card Page 134

163

10,694 Dealer Cars Boost Student Driver Training

NEW-CAR dealers have again made a significant contribution to traffic safety during the 1956-57 school term by providing high schools an all-time high of 10,694 cars, valued at \$24 million, for use in student practice driving instruction."

So said M. R. Darlington, Jr., managing director of the Inter-Industry Highway Safety Committee, in a report, adding that "automobile dealers provided 1,441 more cars during the 1956-57 school term than during the previous year.

"The increased number of cars made it possible for 745 additional schools to offer complete courses and helped many others expand their teaching programs to reach more eligible students," Darlington said.

"Greater public awareness of the importance of a complete course in driver education is expected to boost demands for practice driving cars in the immediate future.

"Other factors encouraging the growth of driver education include:

1.—An increasing number of states providing financial aid to

schools that offer driver education — 12 states now provide this assistance.

2.—Special allowances to dealers by automobile manufacturers to encourage the loan of cars to schools.

3.—Reduced premium rates on car insurance for young drivers who have successfully completed an accredited driver education course.

4.—Grants to universities to help finance the training of driver education instructors."

Third Highway Booklet Published by NHUC

THE third edition of "The Highway Transportation Story . . . in Facts" has been published by the National Highway Users Conference, Director Arthur C. Butler announced.

Pointing up by charts, graphs and facts the vital role motor vehicles and highways play in America's economic and social life, the booklet dramatizes the fact that highway transportation represents something personal to every individual. Copies may be obtained from National Highway Users Con-

ference, National Press Building, Washington, D. C.

S-P Appoints Armstrong For Mercedes Sales

F. L. ARMSTRONG, assistant to the general sales manager of Studebaker-Packard Corp., has been placed in charge of domestic sales of Mercedes-Benz cars, Vice-President and General Sales Manager Sydney A. Skillman announced.

Armstrong joined Packard Motor Car Co. in 1941, where he was zone sales manager and assistant sales manager before Studebaker and Packard merged in 1954. After the merger, he became assistant to the president and zone sales manager in Washington.

Buick Appoints Taylor To Succeed Powers

DONALD F. Taylor has been named general manufacturing manager of Buick by Edward T. Ragsdale, general manager of Buick. He succeeds Jesse L. Powers, who retired Aug. 31.

Taylor, 45, started with Buick at 19 after high school days.



Quaker Supreme
HYDRAULIC BRAKE FLUID
profitable always . . . guaranteed
safe for all brake systems!

STOPS!

GIVE YOUR CUSTOMERS THE BENEFITS
of Quaker Supreme Hydraulic Brake Fluid! Chemically
Analyzed . . . "Castor Oil Engineered" for more mobility
and better performance in all brake fluid systems . . .
regardless of low temperatures!

PROFITABLE? YOU BET! And it's backed by a
guarantee that says Quaker Supreme is supreme in its
field!

SIZES: 12 ounce cans • pints • quarts
gallons • 5 gallon drums

Southeast Rep.: L. M. Hirsh Co.

Quaker Supreme Chemical Corp.
MONTGOMERY, ALABAMA



**Tops in Everything
CONVENIENT**

Ideally located in St. Louis, two short blocks from the Union Station and in the center of the Wholesale District . . . Preferred, always by experienced travelers because of its outstanding advantages— Every room with combination tub and shower . . . and circulating ice water. Delicious food . . . cheerful service.

AIR-CONDITIONED ROOMS

350 rooms from \$3.50

HOTEL LARIDGE
LOCUST ST. AT EIGHTEENTH
Free Parking
ST. LOUIS

ERNIE SIMONS General Manager

Savannah Shops Try Saturday Closings

ONLY skeleton crews are being maintained in shops by some Savannah, Ga., car dealers and garage operators in an effort to meet competition for skilled labor from the waterfront and other booming industries which offer greater inducements.

A number of garagemen and dealers met and agreed to try closing entirely or keeping a minimum crew for emergency repairs only, permitting mechanics to have two days off a week in place of the usual day and a half.

One Savannah garageman said he was trying a plan of guaranteeing \$75 a week compensation for his men. They are paid on a 50-50 basis and settlement is adjusted every four weeks. At the end of such a period, for example, if the labor amounted to \$600, the mechanic would normally get nothing additionally, but in this instance the employer pays a bonus of \$25 for the man's reaching that figure.

Giant Tire-Test Track Set for San Angelo

A MULTI-MILLION-DOLLAR tire test proving ground is to be built by The Goodyear Tire & Rubber Co. at San Angelo, Texas.

The facility, which will reportedly be the largest of its kind in the rubber industry, will include



Charles R. Beacham has been elected a vice-president of Ford Motor Co. and assistant general manager of Ford Division, it was announced Sept. 5. Beacham has been general sales manager of Ford Division since February 1956. In his new position he will assist James O. Wright, vice-president and general manager of Ford Division, in directing all divisional operations. He was born at McRae, Ga.

a banked five-mile high-speed circle, a meandering 20-mile paved figure-eight turnpike road, a 2½-mile tractor tire straightaway, a five-mile wandering gravel road and headquarter buildings. The circle will accommodate speeds to 160 mph.

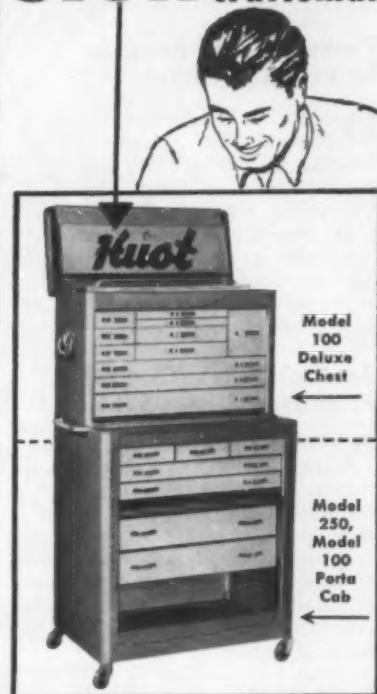
The site, a trapezoid in shape, covers 7,300 acres of rolling ranchland situated 14 miles northeast of San Angelo on the former Crownest Ranch.

"Just looking? . . . I hope."



SOUTHERN AUTOMOTIVE JOURNAL

SIGN of a proud craftsman



Everywhere you look—you'll find quality Huot tool chests on the job. Automotive mechanics all over the country prefer Huot chests for sure protection of fine tools and to keep everyday tools handy.

The Model 100 deluxe chest has 11 free-sliding, non-spilling drawers—with 7 of them cork-lined for storing precision tools. 3 large drawers store bulky, heavy tools. A large drawer 4 ¾" x 11" x 6 ¼" easily handles any ¾" electric drill. The portable tote tray on the top shelf is ideal for small tools. Baked on finish in two tone blue and gray makes the chest grease and oil resistant. The chest locks completely with one twist of built-in lock.



- 3 drawers 1 ¾" x 4 ¾" x 11"
- 2 drawers ¾" x 11" x 11"
- 2 drawers 1 ¾" x 11" x 11"
- 1 drawer 6 ¼" x 4 ¾" x 11"
- 2 drawers 1 ¾" x 23" x 11"
- 1 drawer 2 ¾" x 23" x 11"

The Model 250 is a complete rolling workbench. It can also be used as a portable base for the Model 100 shown above. Ruggedly built of heavy formed and welded steel, it has a single built-in lock to secure the Hyde-Way front panel.

Drawers are free sliding . . . lower drawers are equipped with oversized rails to handle extra weight . . . 3 drawers have movable dividers . . . 3 top drawers are cork lined. Cabinet available with "Flying Saucer" or 4 inch casters for mobility over rough floors. *Drawer dimensions:*



- 3 drawers 1 ¾" x 6 ¼" x 16"
- 2 drawers 1 ¾" x 21 ½" x 16"
- 2 drawers 3 ¾" x 21 ½" x 16"

HUOT MANUFACTURING COMPANY
587 N. Wheeler Street, St. Paul 4, Minnesota

Jobbers News

(Continued from page 79)

Timken Elects Bessmer To Executive Post

DWIGHT A. Bessmer, vice-president of The Timken Roller Bearing Co. since 1953, has been elected executive vice-president.

Starting with the company in 1933, Bessmer became director of purchases in 1942 and assistant to the president in 1950, which position he held until his election as vice-president.

Jackson, Miss., Company Promotes James White

NOEL'S Auto Electric Service, Inc., Jackson, Miss., has promoted James D. White to sales manager. White was formerly outside salesman for 18 years.

Recently added to the company's outside sales force are Sam Somers, Aaron Pace and Bert DeGraw, according to General Manager Oscar R. Johnson.

Lyon's Spackman Succumbs

H. B. Spackman, 58, president and chief executive officer of Lyon Metal Products, Inc., Aurora, Ill., died recently in New York. Spackman joined the company in 1937, became vice-president in charge of sales in 1938, and in 1950 was named president.



C. W. Koester, general manager of Storm-Vulcan, Inc., Dallas, Texas, announces the appointment of J. A. "Doc" Carlson (above) as sales manager. Although Carlson has been active in the position for some time, Koester made it official only recently.



Dayton Rubber Enacts Inventory Policy

A NEW INVENTORY investment program enabling jobbers to keep pace with changing demands has been introduced by the Automotive Wholesalers Division of Dayton Rubber Co.

According to Sales Manager R. G. Roney, the policy, representing a "first" in the company's replacement division, "is a permanent, positive merchandising program designed to replace obsolete material on jobber shelves with popular merchandise."

All Dayton automotive products are coded according to popularity, new or limited application, obsolescence or special uses. Classification guide is based on national sales popularity, industry trends, specific application data and special local situations. Jobbers can check inventory against the classification sheet for comparison with national average, and obsolete material can then be returned for credit.

Obsolescence has long been a problem for jobbers.

Auto-Lite Appoints Suttles

JOSEPH D. Suttles has been appointed personnel director of the East Point (Ga.) battery plant of The Electric Auto-Lite Co., according to East Point Plant Manager J. B. Peters. A native of the city, Suttles was formerly in automotive replacement sales for 15 years. In 1953 he was vice-president of the Automotive Boosters Club in Washington, D. C.

Appointments of Russell W. Higgins (top) and Robert E. Simmons (above) to new responsibilities within the replacement sales division of The Electric Auto-Lite Co. have been announced by M. H. Smith, general sales manager of the division. Formerly Southern regional sales manager headquartered at Dallas, Texas, Higgins has been named sales administration manager with headquarters in Toledo. Simmons, who succeeds Higgins, formerly was district manager in Kansas City, Mo.

Felt Products Moves

Felt Products Mfg. Co., Chicago, last month occupied its new 9,000-square-foot office building, located adjacent to its recently-built plant which totals about 150,000 square feet — all on one floor. The combined manufacturing and office facilities represent a cost in excess of \$1 million, according to President A. Mecklenburger.

Bob Eppler, formerly of Motor Supply Co. in Oak Cliff, Texas, is now a salesman for City Motor Supply Co. of Dallas.

Piedmont Auto Supply Co., Inc., Spartanburg, S. C., has recently added Mallory Ignition, Manager Oscar Newberry said.

W. H. Hosmer Auto Parts, Fort Payne, Ala., has recently added Niehoff ignition.

1956

DODGE—PLYMOUTH—FORD

EX-TAXIS
Painted Stock Car Colors

AS LOW AS **\$500**

Automatic Transmission, Heater, Defroster, All Good Rubber, Some with Power Steering

Quantities from 5 to 500

Straight Bodies, Good Grills

EASY TO CONVERT

Write—Wire—or Phone
Harold Peterfreund or
Manny Mouber

FUTURE MOTORS, INC.

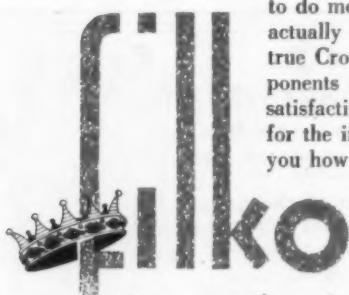
37-01 Queens Blvd.
Long Island City, N. Y.
ST 4-6351

N. Y.'s Largest Volume Taxi Dealer



again—more proof of Filko's outstanding availability
for all ignition requirements . . . from TRUCKS to POWER MOWERS

Now, add "Volkswagen" to your list of engines for Crown Jewel Ignition. Here again — another Filko opportunity to do more than merely install a replacement part — but actually achieve a true improvement in ignition. In the true Crown Jewel tradition, new Filko Volkswagen components embody superiorities which increase customer satisfaction, while insuring increased reputation and profit for the installer. See your Filko Jobber . . . let him show you how you can cash in on this new Filko opportunity.



the Crown Jewels of Ignition

F. & B. Mfg. Co., 4248 W. Chicago Ave., Chicago 51, Ill.

Warehouses in Los Angeles, Oakland, Miami, Fort Worth, New York, Boston, Albany, Cleveland, Lubbock, Little Rock, Philadelphia, Kansas City, Worcester, Mass.

more proof of FILKO completeness

From 1922 through 1957—the
Filko components contained
in the Filko Library of Ignition
Improvement Opportunities
require 420 pages to list,
illustrate and describe.



G-192

Associations-Merger Body Suggests Creation of Brand-New Association

LATEST news on the associations-merger proposals was this August 15 bulletin:

"At a joint meeting of appointed representatives of national automotive trade associations in Chicago on August 14, it was proposed for consideration of the boards of directors of each of the respective associations in the interest of the industry as a whole, a new association be formed under a new name, to be selected by a new board or council constituted on the basis of two wholesaler members to each manufacturer member, with further provisions to alternate the presidency and other offices on an annual basis between a wholesaler and then a manufacturer.

"If the plan as proposed is subsequently approved by the respective boards of MEWA and NSPA, the same plan will be presented for subsequent ratification by the memberships of MEWA and NSPA.

"Each board would then appoint

a committee of four each to effectuate the plan.

"The wholesaler and manufacturer divisions would act independently, except as to broad matters of national scope. In such cases, the authority would rest with the senior council or board.

"The prime purpose throughout being to present a unified industry front to promote the interest of manufacturers - through - wholesalers-to-retailer distribution."

Bolton Manages Yow Brake

Don Bolton has been named manager of Yow Brake and Clutch, Oklahoma City, to succeed J. R. Dickson, who has retired. Dickson, a founder of the business, will handle real estate in Oklahoma City.

S. T. Stovall of Tourne' Auto Parts, Hobbs, N. M., recently yanked up 150 pounds of bream on a vacation in Mississippi and Arkansas.

Sales and Ads to Receive Top AAC Attention

SUBJECTS vital to the sales, promotion and advertising of automotive replacement parts will get top attention at the fall meeting of the Automotive Advertisers Council at the St. Clair Inn in St. Clair, Mich., Sept. 23-26.

R. K. McConnell, advertising manager of Federal-Mogul-Bower and president of the council, has indicated that initial response from the membership insures a record attendance.

Allen Electric Names Boggs

Appointment of Orvalle Boggs as general sales manager of Allen Electric and Equipment Co., Kalamazoo, Mich., has been announced by President Wade W. Allen. Boggs previously headed up the company's mid-central division.

Recent addition to the Paul D. Tourne' family of Tourne' Auto Parts, Hobbs, N. M., was Thomas Edward, 8-lb.-6-oz. boy. Reported Tourne': "Now have two prospective counter salesmen and one prospective secretary."

HERE'S HOW TO REALLY CLEAN ENGINES ... at a Profit



INSIDE... GUNK Hydro-Seal is an immersion compound that strips hard carbon, varnish and gums from cylinder heads, carburetors, engine parts safely, easily and completely clean right to the bare metal. After cold immersion, parts can be rinse-cleaned with a water spray. Forms its own surface seal, preventing evaporation of solvent vapors. Hydro-Seal is the fastest-acting and most efficient self-scouring solvent for all engine parts.

AND OUTSIDE... GUNK Super-Concentrate is a heavy-duty degreaser and emulsifier that can be sprayed, brushed or wiped on engines and machinery and then hosed off with clear water. Result: GUNK's self-scouring action has produced a factory-new appearance. It is one of the most remarkable and successful emulsifying degreasers on the market. No toxic vapors, non-caustic, safe to skin.

THE CURRAN CORPORATION
(Home Office) South Canal St.
Lawrence, Massachusetts
Plants → GUNK Chicago Company
Chicago 38 (Licensee)
IMMEDIATE SHIPMENT
1 PINT OR A TANK CAR



Raise Sagging Coil Springs Up To New Car Level!

Champ-Items No. 112 Coil Spring Rubber Booster for all cars, with the "two-way stretch" for minimum or maximum lift, is the answer to a new car ride. Made of high grade moulded rubber. List \$3.00 per set of 4 boosters.

Order From Your Jobber

CHAMP - ITEMS, INC. 6191 Maple Ave., St. Louis 14, Mo.

BLITZ BATTERY CHARGERS

Are Money Makers For Any Shop because they are priced right and fully guaranteed.

A complete line of chargers.
6 & 12 Volts. Fast & Slow

Battery Wheeler
Battery Charging
Jumpers
Battery Carriers
Battery Power Units

Trickle Chargers
Stands
Warning Signals
Emergency Starting
Cables

Write today for new catalog,
prices and details.

BLITZ ELECTRIC CO., Inc.
5712 Wentworth Ave.,
CHICAGO 21, ILL.



Ten Southerners Are Added To MEWA Membership

TEN new Southern members have joined Motor and Equipment Wholesalers Association, which also reported 27 pending applications of Southern firms approved for acceptance by members in their respective areas.

New members are Cagle Auto Parts Co., Mobile, Ala.; R. H. Chilton Co., Inc., Nashville, Tenn.; Franklin Auto Supply Co., Inc., Franklin, Va.; Gene's Auto Parts, Cleveland, Tenn.; Keith-Sinclair Co., Inc., Nashville, Tenn.; R. S. McLean Auto Parts & Service, Weaverville, N.C.; Miami Parts & Spring Co., Inc., Miami, Fla.; Rose Motor Supply Co., Hutchinson, Kan.; Shelley Automotive, Dallas, Texas, and Zastrow Auto Parts, Chanute, Kan.

Texas Firm Shoves Ahead In First Eight Months

SHOWING a steady monthly gain in sales since its opening Dec. 1, 1956, the Kermit, Texas, branch of Car Parts Depot, Inc., continues its upward climb thanks to its dealer, mechanic and independent-garage owner customers, according to Branch Manager Clyde T. Johnson.

Formerly a district manager in that area for United Motors Service Division of General Motors, Johnson joined the branch at its beginning. He announced that Bob Parker, counterman until June 15 when he was called into the Armed Forces, was replaced by a local man, Johnny Porter.

Six Southern Firms Join AERA Rolls

SIX Southern firms have been added to the membership roster of the Automotive Engine Rebuilders Association since June:

Central Auto Supply, Inc., McAlester, Okla.; Central Motor Supply, Brownsville, Texas; Genuine Parts Co.; Birmingham, Ala.; Miami Parts & Spring Co., Inc., Miami, Fla.; Motor Parts Co., Union City, Tenn., and Sterling Bearing, Inc., Kansas City 8, Mo.

Gould-National Names Forsje and Stoll

APPOINTMENTS of N. R. Forsje as vice-president in charge of automotive sales and R. W. Stoll as sales manager of national accounts for Gould-National Batteries, Inc., St. Paul, Minn., have

been announced by H. G. Barnes, vice-president and director of sales.

Both men have been with the company for approximately 15 years. Forsje for the past eight years has been manager of National account sales, while Stoll has been eastern manager of national account sales. Both will continue to headquartered in St. Paul.

VCAWA to Hear Problems

Problems confronting the wholesaler every day will be aired at the

fall convention of the Virginias-Carolinas Automotive Wholesalers Association at Winston-Salem, N.C., Oct. 16-17, according to Carl S. Johnson of Automotive Electric Associates, Charlotte, N.C., vice-president.

Delco-Remy, Rochester, Packard, Harrison, New Departure, Hyatt, Oil-Dri and Prestone lines have been added recently by **Manchester Parts Co.**, Manchester, Ga., according to Assistant Manager Harry J. Barnes.

Shurhit

World's Finest



Ventilated Contact Sets

Tune-up starts at the heart of an ignition system — the distributor. Always replace BOTH the points and condenser. Shurhit's catalog lists Regular and Ventilated Sets for every Ford, Mercury and Lincoln replacement need.

Shurhit Contact Sets and Condensers look better and perform better — because they are MADE better. They have larger contact area, Nylon rubbing blocks, line bored bushings, stainless steel springs, nickel plated bars, precision alignment. That's why mechanics everywhere say Shurhit is the "world's finest ignition."



Shurhit PRODUCTS, INC.
WAUKEGAN, ILLINOIS
WORLD'S FINEST IGNITION

Dayton Rubber Names Christie President

CLOWES M. Christie (shown at right), president of American Latex Products Corp. and Pacific Polymars, Hawthorne, Calif., has been elected president of the Dayton Rubber Co., succeeding A. L.



Freedlander (left), Dayton president since 1936, who was elected chairman of the board.

Freedlander, who will continue as a full-time officer directing company expansion, in announcing the change said, "There have been increasingly heavy demands on management as the company has entered into new, highly dynamic fields such as foam rubber, plastics, polyurethanes, chemicals and the application of the materials to virtually unlimited uses."

In June 1946 Christie formed American Latex Products Corp. to manufacture and fabricate foam rubber. In 1951, because of high excess profit taxes, he sold the company to The Dayton Rubber

Co. and became one of its largest stockholders. In its first year he raised gross sales to more than \$6 million and total net sales currently total nearly \$10 million, according to Freedlander.

Dayton Rubber has increased its sales volume in the past 15 years from an annual volume of \$14 million to one approaching \$100 million, Freedlander said.

Gould-National Buys Nickel Cadmium

A WHOLLY-OWNED subsidiary of Gould - National Batteries, Inc., has purchased the assets of the Nickel Cadmium Battery Corp. of Easthampton, Mass., for approximately \$1,250,000, President A. H. Daggett announced.

First manufactured in Sweden in 1909, nickel-cadmium storage batteries were virtually unknown in this country until 1944 when the Nickel Cadmium Battery Corp. began their manufacture. The first batteries produced by that company were for military use. Later others were produced for industrial and commercial use.

Advantages of the nickel-cadmium storage batteries are many, Daggett said, some of these being longer life, delivery of a larger proportion of its charge at lower temperatures and retention of charge even when allowed to stand unused for a long time.

"Because cadmium is such a scarce metal, and because of the high cost of materials and manufacture," Daggett said, "nickel-cadmium batteries may never be practical for the automotive market. However, research and development will continue in an effort to broaden the uses of this type of storage battery."

Milesmaster Appoints Dotts

John R. Dotts has been appointed national sales manager for Milesmaster, Inc., Chicago, according to President Edward V. Trainor. Dotts, who at one time operated his own jobbing firm in Chicago, was for a number of years a Ford fleet salesman.

"We have added AC spark plugs to our line recently," announced G. C. Cross, owner of Cross-Allen Co., Austin, Texas.

* * *

Tourne' Auto Parts of Hobbs, N. M., has added Micro Automatic transmission parts of the Micro-test Gear Co.



Phil T. Miner, widely known to many in automotive aftermarket in the Southwest for his sales activities, announces the formation of his own business as a manufacturers' representative. For a number of years Miner was connected in a sales capacity with Storm-Vulcan of Dallas. He will continue to make Dallas his headquarters and will operate from his residence, 4211 Somerville Ave., for the present.

Tarheel Convention Cruise Attracts Big Interest

INTEREST in the convention cruise of the North Carolina Automotive Wholesalers Association continues to mount, according to Executive Secretary Jesse F. Jones, Jr.

Officials of several national associations have already reserved space for themselves and their wives, he said, while many factory men — both national executives and regional men — have signed the dotted line.

The trip will be made, as two years ago on the Stockholm, departing from Wilmington, N. C., Nov. 30 and returning Dec. 6 after stops at Havana and Nassau.

Business sessions will be conducted going and coming and committee chairmen will report on various activities of the association assigned to them.

L. T. White, Jr., of Raleigh is the president.

Wetherbee Dies in Dallas

Oscar W. Wetherbee, manufacturers' representative, died recently in Dallas, Texas, following a brief illness. Wetherbee also operated Wetherbee Bros., a parts firm in Dallas.

New employees at Hayes & Hopson, Inc., Asheville, N. C., are David Smith, delivery; Jack Ellege, warehouse, and Mickey Allen, counterman.

Manufacturer's Representative and Warehouse Distributor in the Southwest

EMEROL PRODUCTS

Marvel Mystery Oil, Marvel Inverse Oilers and Marvel Hi-Rev.

Manufacturer's representative for all of Texas.

GABRIEL COMPANY

Complete line of standard and heavy-duty shock absorbers for passenger cars, trucks, and buses; automobile thermostats; car, truck, and bus heaters.

MARVEL-SCHEBLER

Industrial gasoline and LPG.

Warehouse distributor for Louisiana and Texas.

H. H. WHELAN COMPANY

2616 Ross Avenue Dallas 1, Texas



Tourne's Auto Parts of Hobbs, N.M., advertises itself in no uncertain terms. The spacious counter area and neat, well-stocked bins have contributed much to an outstanding sales record.

NSPA's Turner Outlines Training Shortcomings

THE one way to ease the acute shortage of mechanics is to make courses attractive to youth by using modern shop facilities and instruction and by pointing out to students the tremendous opportunities open to them in the industry.

That is the opinion of Mel Turner, newly-appointed curriculum director of the automotive vocational school program of National Standard Parts Association, which he expressed to state directors and supervisors of trade and industrial education attending an American Vocational Association convention in Philadelphia last month. Turner, well-known in the automotive service field through his own business, Mel Turner & Son, Inc., Chicago, took over his new NSPA duties Sept. 1.

Turner told AVA delegates that a recent NSPA survey showed some progress in automotive training throughout the country, but that "the pattern of training is uneven and there is a lack of uniform plan or progress."

Wayne Redden, a former G. & C. Auto Supply employee, has been appointed territory salesman for Southwest Automotive Warehouse in Lubbock, Texas.

* * *

Ken Trumps has been appointed territory salesman in southwestern Louisiana for Auto Parts House, Inc., LaFayette, La., according to President L. Raoul Gerac.

A REPAIR PANEL
SUPERMARKET!

'SCO-JOE
The Schofield
Bodyman
TRADE MARK

No need to shop around for autobody repair panels to supply the requirements of different makes and years. Schofield's complete line of more than 400 popular repair panels answers your every need!

Precision, die-formed Schofield autobody repair panels and sections simplify body work. "They Fit And Do A Better Job Quicker." Here's the way to reduce costs to the customer yet produce a bigger net profit!

If you have been overlooking this chance at extra profits you'd better investigate The Schofield Line without delay. Write for full facts today!

SCHOFIELD MFG. CO.

WORLD'S LEADING MFGR.
OF BODY REPAIR PANELS

1158 E. 22nd St.
Cleveland 17, Ohio

ADVERTISER'S INDEX

This listing of Advertisers and Manufacturers' Agents is published as a convenience, and not as a part of the advertising contract. Every care will be taken to index correctly. However, no allowance can be made for errors, or for failure to insert. We will appreciate your calling to our attention any corrections or omissions promptly. Only manufacturers' agents are listed on opposite page.

A	E	K	R
AC Spark Plug Div. * Aee Rubber Company 146 Acme Air Appliance Corp. 98 Airtex Automotive Div. * Albertson & Co. 10 Alemite Division 115 Allen Electric & Equip. Co. * Alondra Sales, Inc. 142 Aluminum Industries, Inc. 12 American Brakeblok Div. * American Hammered Division. 103 Ammco Tools, Inc. 108 AP Parts Corp. 52, 58 Arco Company 26 Arco Equipment Corp. * Arvin Industries, Inc. 57 Associates Investment Co. 49 Atlantic Steel Co. *	Echlin Mfg. Company 123 Edsel Division * Egan Mfg. Co., H. B. * Eis Automotive Corp. * Electric Auto-Lite Co. Batteries * Parts & Service 68 Spark Plugs 30, 31 Emeral Mfg. Co. 149	K-D Lamp Co. 125 K-D Mfg. Co. * Kem Mfg. Co., Inc. 128 Ken-Tool Mfg. Co. 161 Kimeo Auto Prods. 126	Rajah Company * Ramsey Corp. Fourth Cover Raybestos Division * Rich Mfg. Corp. 112 Rochester Products Division 119 Rogers Co., John 14 Rust Master Chemical Corp. 137
F	L	M	S
BCA Ball Bearings * Banite Company 158 Bardot Associates 168 Basic Sleeve Associates * Bear Mfg. Company 162 Bell Line Company 94 Belden Mfg. Co. * Bell Co., Inc. * Bingham-Herbrand Corp. * Black & Decker Mfg. Co. 95 Blackhawk Hand Tools * Blackhawk Mfg. Co. * Blits Electric Co. 168 Bower Roller Bearings 118 Bowes "Seal Fast" Corp. 16, 17 Breeze Corporation, Inc. * Briggs Shock Absorber Div. 151	F & B Mfg. Co. 167 Federal-Mogul Service BCA Ball Bearings * Bower Roller Bearings 118 Federal-Mogul Engine Bearings 18 National Seal * Feit Products Mfg. Co. 37 Fram Corporation .. Second Cover Future Motors, Inc. 166	Lake Auto Radiator Mfg. Co. * Lamson & Sessions Co. * Letham Time Recorder Co. 135 Lee Co., E. O. 160 Lemper Products, Inc. 129 Lincoln Engineering Co. 157 Lisle Corp.	Schofield Mfg. Co. 171 Sealed Power Corp. 6 Shurhite Products, Inc. 169 Signal-Stat Corp. * Sims-Southern Distributors, Inc. 144 Soo-O-Tech Corp. 8 Southern Friction Materials Co. 93 Standard Motor Products * Stant Mfg. Co., Inc. 154 Stewart-Warner Corp. 115 Storm-Vulcan, Inc. *
G	N	O	T
C	G	H	
Camel Patches * Carter Carburetor Corp. * Casite Division 2 Champ-Items, Inc. 2 Champion Parts Rebuilders, Inc. 96 Chevrolet Motor Division * Childers Mfg. Co. 87 Chrysler Motor Parts Div. 101 Clevite Service, Inc. 122 Coats Company * Commercial Credit Co. 89 Commercial Solvents Corp. 127 Curran Corporation 128 Curtis Pneumatic Machinery Div. 124	Gabriel Company 139 Gates Rubber Co. * General Electric Lamp Div. 97 Go-Jer Co. 153 Golden Gilde Division, * Gabriel Co. 102 Gould-National Batteries, Inc. 28 Grey-Rock Division 64 Grizzly Mfg. Div. 109 Guaranteed Parts Co., Inc. 92	NADA User Car Guide Co. 114 Namsco Inc. 160 National Automotive Parts Association 58, 59, 40, 41, 42, 43, 44, 45, 46, 47 National Brake Block Corp. 148 National Business Publications, Inc. 56 National Carbon Co. 32 National Hotels 152 National Seal Division New Britian Machine Co. The 118 Niehoff & Co., C. E. 54	Texas Company * Thompson Prod., Inc. (Service Sales Div.) 111 Thor Power Tool Co. * Timken Roller Bearing Co. 22 Todalo Steel Prods. Co. * Tramco Industries 156 Triplex Corp. of America * Tung-Sol Electric, Inc. *
D	I	J	U
Delco Battery Division 107 Delco-Remy Division 58, 59 Desoto Division 48 Detroit Surfacing Machine Co. 3 Ditsler Color Div. * Doan Mfg. Co. 110 Dodge Division 110 Dole Valve Co. 130, 131 Dow Chemical Co. 104, 105 Du Pont de Nemours and Co., Inc., A. I. Finishing Div. * Chemical Specialties No. 7 Lime 121 Refineries 91 Dynam Electrolyte Co., Inc. 168	Ideal Corporation 100 Ingersoll-Rand Co. * Inland Mfg. Co. 156	Jack-Pack Mfg. Co. 162 Jaycees Chemical Corp. 61 Joyce-Cridland Co. *	United Motor Services 107 Universal Lubricating Systems, Inc. 150
P	O	Q	V
	Harrison Radiator Division ... 27 Hastings Mfg. Co. (Piston Rings) Third Cover (Filter Division) * Hirsch-Brantley Co. 174 Holmes Co., Ernest * Homestead Valve Mfg. Co. * Hotel Claridge 164 Hotels National 152 Huot Mfg. Co. 165 Hygrade Prod. Division *	Oldsmobile Division * Otto-Items, Inc. 159	V. M. C. System * Van Norman Co. * Vellumoid Company 159
W		Y	
	P & D Mfg. Co. * Packard Electric Div. 20, 21 Perfect Circle Corp. Front Cover Permatex Co., Inc. 1 Permitite Parts 12 Pick Mfg. Co. 116 Portable Elec. Tools, Inc. * Prest-O-Lite Batteries * Proto Tools * Pullman Vacuum Cleaner Corp. 136 Purolator Products, Inc. *	Quaker Supreme Chemical Co. 164	Wagner Electric Corp. 28, 29 Walker Mfg. Co. * Warner-Patterson Co. * Warwick Laboratories, Inc. * Weaver Mfg. Co. 19 Whelan Co., H. H. 170 Wilco Company 159 Wilkening Mfg. Co. 60 Willard Storage Battery Co. 117 Wix Corp. * World Bestos Corp. 140, 141
SOUTHERN AUTOMOTIVE JOURNAL for SEPTEMBER 1957			

MANUFACTURERS' AGENTS

REPRESENTING OUR ADVERTISERS

ALABAMA

Alan Sales Co. — Birmingham	
Acme Air Appliance Co., Inc.	98
Felt Prod. Mfg. Co.	37

FLORIDA

Bridges & Assoc., R. L. — Gainesville	
Pick Mfg. Co.	116
Hirsch-Brantley Co.	
American Hammered Div.	103
Fram Corp.	Second Cover
Gabriel Co.	139
Manley Valve Corp.	45
Quaker Supreme Chem. Corp.	164
Rust Master Chem. Corp.	137
Vellumoid Co.	159
Norton, K. W. — Jacksonville	
Ideal Corp.	100
Rogers, H. M. — Jacksonville	
Huot Mfg. Co.	165
Hershey, Maxim — Miami	
Doan Mfg. Co.	110
Meadows, J. L. — Ocala	
K. O. Lee Co.	160
Pullman Vacuum Cleaner Corp.	136
Smit, John — Tallahassee	
Pick Mfg. Co.	116
Bell-wel Sales — Tampa	
Detroit Surfacing Mach. Co.	3
Yaras, Max — Tampa	
Ace Rubber Co.	146

GEORGIA

Aaron & Bell — Atlanta	
Jaycee Chemical Co.	
Lisle Corp.	61
Monroe Auto Equip. Co.	157
Namsco, Inc.	24, 25
Stant Mfg. Co.	160
Barringer, F. D. — Atlanta	
Schofield Mfg. Co.	171
Clark Co., Henry S. — Atlanta	
Shurhit Prod. Inc.	169
Clayton-Mattie Co. — Atlanta	
Banite Co.	158
Otto-Items, Inc.	159
Merryman, Frank — Atlanta	
Rich Mfg. Corp.	112
Rowan, P. W. — Atlanta	
Signal-Stat Corp.	55
Smith, Ray M. — Atlanta	
Milesmaster, Inc.	106
Styron, Art — Atlanta	
F & B Mfg. Co.	167
Williams, N. A. — Atlanta	
Go-Jer Co.	153
Ken Tool Mfg. Co.	161
Zinnell, Ed — Atlanta	
Tramco Inc.	156
Williams Co., F. H. — Covington	
Acme Air Appliance Co., Inc.	98
Monkey Grip Sales Co.	4
Universal Lub. System, Inc.	150
Isom, Dave — Decatur	
Jack-Pack Mfg. Co.	162
Oxley, Paul — Macon	
K-D Lamp Co.	125
Davison Co., Geo. H. — Marietta	
Alondra Sales, Inc.	142

KANSAS

Russell, H. E. — Iola	
Pick Mfg. Co.	116
Collins, Robert — Overland Park	
Curran Corp.	168
Detroit Surfacing Mach. Co.	3
Guaranteed Parts Co.	92
Garberson, D. D. — Wichita	
K. O. Lee Co.	160

KENTUCKY

Dicello, Tony — Louisville	
Kem Mfg. Co.	128

MARYLAND

Kneavel, Wm. S. — Baltimore	
Pick Mfg. Co.	116
Lindsay, H. S. — Baltimore	
Kem Mfg. Co.	128
Neel, Merv — Baltimore	
F & B Mfg. Co.	167
Snyder, Wm — Baltimore	
Pullman Vacuum Cleaner Corp.	136

MISSISSIPPI

Parker, Guy N. — Jackson	
F & B Mfg. Co.	167
K. O. Lee Co.	160
Southern Sales Co. — Jackson	
Hoot Mfg. Co.	165
Keen, G. Guy — Meridian	
Kem Mfg. Co.	128
Pullman Vacuum Cleaner Corp.	136

MISSOURI

Earl, John W — Independence	
K-D Lamp Co.	125
Brookmoor Co. — Independence	
Signal-Stat Corp.	55
Black, R. S. — Kansas City	
Doan Mfg. Co.	110
Buettner, C. M. — Kansas City	
Acme Air Appliance Corp.	98
Ideal Corp.	100
Monkey Grip Sales Co.	4
Craft, E. G. — Kansas City	
Namsco, Inc.	160
Dennis Co. — Kansas City	
Rust Master Chem. Corp.	137
Haleco, Inc. — Kansas City	
Kem Mfg. Co.	128
Libby Co., Frank — Kansas City	
Tramco Inc.	156
Moshier, W. A. — Kansas City	
Banite Co.	158
Snyder, H. J. — Kansas City	
Pullman Vacuum Cleaner Corp.	136
Swanson, Inc. M. H. — Kansas City	
Lisle Corp.	157
Wilcox Co., Paul K. — Kansas City	
Alondra Sales, Inc.	142
Jack-Pack Mfg. Co.	162
Stant Mfg. Co.	154
Buerger, Herman — St. Louis	
Manley Valve Corp.	145
Link & Chambers Sales Co. — St. Louis	
Ken Tool Mfg. Co.	161
Nixon Russ — St. Louis	
Detroit Surfacing Machine Co.	3
Guaranteed Parts Co.	92

NORTH CAROLINA

Case, C. C. — Charlotte	
Milesmaster, Inc.	106
Kidd, T. L. — Charlotte	
Rich Mfg. Corp.	112
Newton, Kirby F. — Charlotte	
Kem Mfg. Co.	128
Stroud & Walden — Charlotte	
Alondra Sales, Inc.	142
K-D Lamp Co.	125
Ward, Bent — Charlotte	
Banite Co.	158
Jack-Pack Mfg. Co.	162
Otto-Items, Inc.	159
Glover, Charles A. — Fayetteville	
Stant Mfg. Co.	154
Gordon, W. S. — Greensboro	
Signal-Stat Corp.	55
Longdon, J. S. — Greensboro	
Hoot Mfg. Co.	165
Ruark Sales Agency, J. B. — High Point	
Curran Corp.	168

TENNESSEE

Potter, Earl — Memphis	
K-D Lamp Co.	125
Sullivan, J. R. — Memphis	
Signal-Stat Corp.	55
Cherry Co., J. McEwen, — Nashville	
Champ-Items, Inc.	168
Dole Valve Co.	130, 131

TEXAS

Bowles, Stanley D. — Dallas	
Huot Mfg. Co.	165
Brogan, F. J. — Dallas	
Felt-Prod. Mfg. Co.	37
Monkey Grip Sales Co.	4
Burk, B. B. — Dallas	
Grizzly Mfg. Div.	109
Monroe Auto Equip. Co.	24, 25
Signal-Stat Corp.	55
Butts-Jeffries Co. — Dallas	
Golden Glide Div.	102
Connell Co., J. S. — Dallas	
Manley Valve Corp.	145
Wilkening Mfg. Co.	60
Cree, H. M. — Dallas	
Pullman Vacuum Cleaner Corp.	136
Crockett-Jordan Co. — Dallas	
Kem Mfg. Co.	128
Ebeling, P. H. — Dallas	
Vellumoid Co.	159
Hirsch-Frazier Co. — Dallas	
Curran Corp.	168
Quaker Supreme Chem. Co.	164
Jayne, Albert — Dallas	
Ken Tool Mfg. Co.	161
Johnson Co., Dean — Dallas	
Alondra Sales, Inc.	142
Jack-Pack Mfg. Co.	162
Jones, Stafford — Dallas	
Pick Mfg. Co.	116
Lynn & Hemphill — Dallas	
Jayces Chemical Co.	61
Stant Mfg. Co.	154
Martin, W. D. — Dallas	
Detroit Surfacing Mach. Co.	3
McClintock Sales Corp. — Dallas	
Acme Air Appliance	98
O'Connell, J. J. — Dallas	
Otto-Items, Inc.	159
Russell, W. Frank — Dallas	
Namsco, Inc.	160
Shipp & Payne — Dallas	
Doan Mfg. Co.	110
Rust Master Chem. Corp.	137
Whelan Co., H. H. — Dallas	
Emerol Mfg. Co.	149
Gabriel Co.	139
White, Dick — Dallas	
Detroit Surfacing Machine Co.	3
Lyon, W. L. — El Paso	
K-D Lamp Co.	125
Automotive Sales Agency — Ft. Worth	
F & B Mfg. Co.	167
Copeland, Rudy — Ft. Worth	
Ace Rubber Co.	146
Greenfield, Neal — Ft. Worth	
Rich Mfg. Corp.	112
Keller, F. J. — Ft. Worth	
Banite Co.	158
Champ-Items, Inc.	168
Lisle Corp.	157
Loveland, J. W. — Ft. Worth	
Go-Jer Co.	153
Fowler, Neal V. — Houston	
K. O. Lee Co.	160

VIRGINIA

Cody, Dave — Richmond	
Lisle Corp.	157
Lambert, Karl — Richmond	
Detroit Surfacing Mach. Co.	3

Something New in the Old South



The HIRSIG organization has always featured personal service. In keeping with this policy we have changed our name to better identify the men responsible for this personal service.

The HIRSIG-BRANTLEY organization renders a complete personal sales service in the South, for both Manufacturers and Jobbers. HIRSIG-BRANTLEY district managers are headquartered in major southern cities. They have small territories to cover so they can better serve our customers.



Hirsch-Brantley Company

American National Bank Building, Jacksonville, Florida

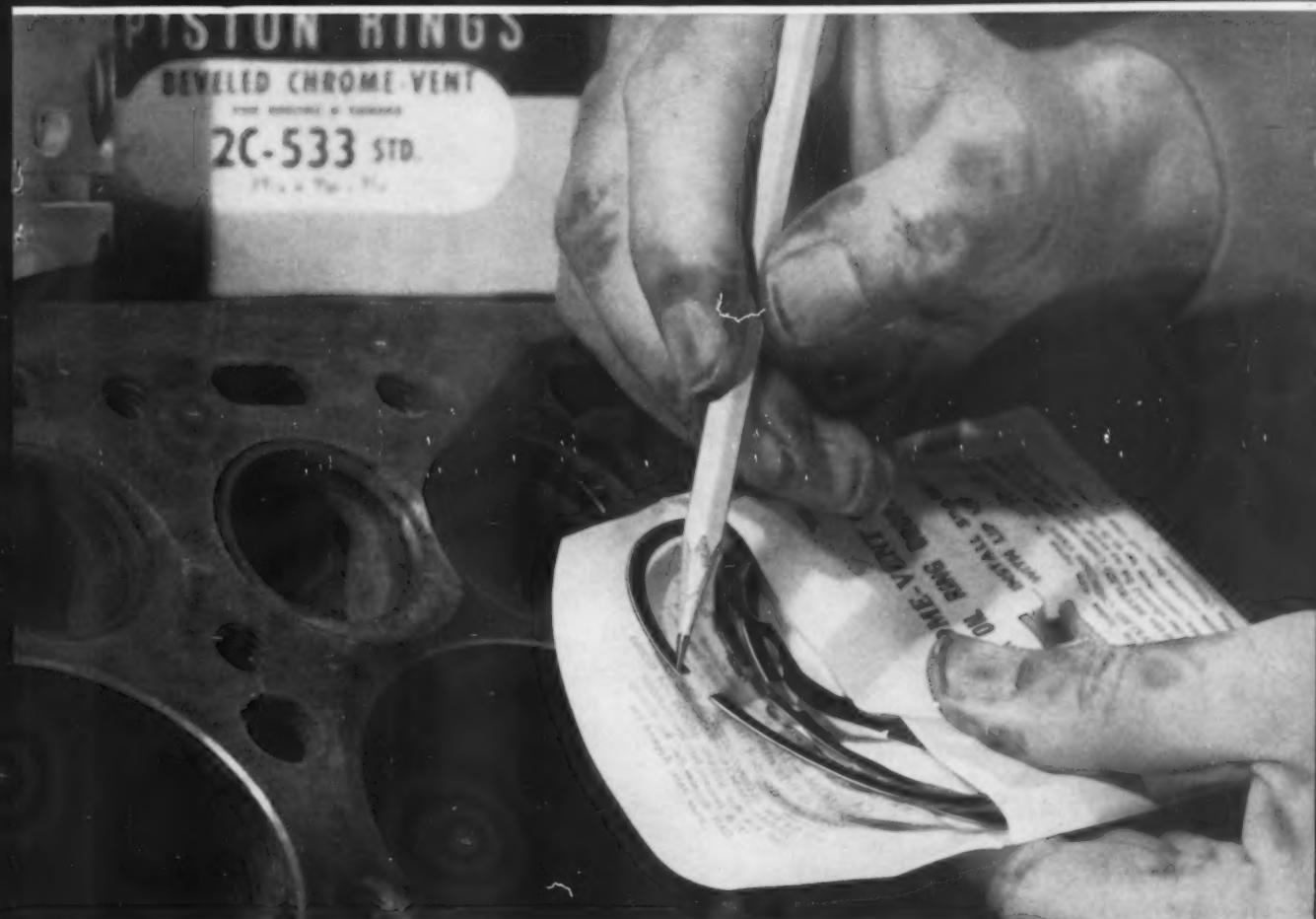
PISTON RINGS

BEVELED CHROME VENT

TYPE APPROVED BY CHAMBER

2C-533 STD.

1942 & The V. W.



Beveled Chrome-Vent Rings in Hastings 2C Chrome sets are covered by U. S. Patent Nos. 2148997, 2511874, 2565042, 2712971

Re-ring, re-bore or re-sleeve... Chrome-Vent will seat faster, last longer!

This beveled Chrome-Vent oil ring is *why* Hastings 2C Chrome Sets seat so much faster, control oil so much longer—in any engine.

The difference is Hastings' patented, *beveled chrome rail*. With less contact area to wear-in, it seats 3 to 4 times faster than any other chrome ring. And because it makes immediate *fineline* contact with the cylinder wall, you get positive, precision oil control right now—and for the life of the job.

In addition, the thick chrome cap extends *around* the segment, to give at least 3 times greater chrome wearing surface. And with the lighter inner spring, made possible by beveled design, Chrome-Vent makes gentle, soft-pressure contact with any cylinder wall—tapered, out-of-round or re-bored.

When you install Hastings rings—the product of replacement specialists—you can be sure of a good job and a satisfied customer.

HASTINGS MANUFACTURING COMPANY • HASTINGS, MICHIGAN
Hastings Ltd., Toronto

Piston Rings • Casite • Wear Reducer • Filters • Spark Plugs

Tough on oil-pumping
Gentle on cylinder walls

CONVENTIONAL CHROME RAIL

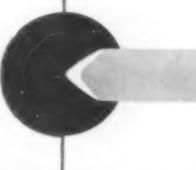
originated by Hastings...
now replaced by Hastings exclusive Beveled Chrome



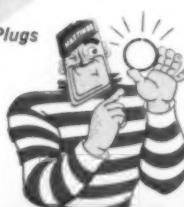
Beveled Chrome-Vent

BEVELED CHROME RAIL

makes fineline contact with cylinder wall for a faster seat.
Less area to wear-in means less time to break-in.



HASTINGS
Beveled Chrome-Vent
Piston Rings



for FINEST Get UP and GO!



**Years ahead exclusive RAMCO designs in every RAMCO 10-Up Set
ASSURE THE CORRECT PRESCRIPTION for every engine!**

Whatever is Finest for the Engine you get in Ramco 10-Up Sets

Ramco Engineering provides the exact combination of rings best suited for the specific engine. That means...

When the engine needs:

Tapered Face Compression Rings
you get them in Ramco 10-Up sets

Top Chrome Compression Rings
you get them in Ramco 10-Up sets

Chrome Rail Compression Rings
you get them in Ramco 10-Up sets

Chrome Spiro-Seal Oil Rings
you get them in Ramco 10-Up sets

Chrome C-9 Oil Rings
you get them in Ramco 10-Up sets

Whatever it takes to re-power an engine to Ramco's standards for finest Get Up and GO, you get in Ramco engineered 10-Up sets. For example, for many of the newer engines where sealing against vacuums on deceleration or city speeds is the problem, Ramco engineered 10-Up sets include the Ramco Chrome C-9 Oil Ring with its circumferential expansion and advanced side sealing action; the Ramco Chrome Rail compression ring with its double sealing action in the sec-

ond groove; and the Ramco Top Chrome compression ring with its quick seating, tapered face for maximum protection against wear in the top groove.

In this Ramco 3 ring combination you have the latest example of Ramco engineering's prescription balancing of ring actions to meet a specific problem of engine re-powering. For an interesting brochure about Ramco engineered 10-Up sets, see your Ramco Jobber or write Ramsey Corporation, St. Louis 8, Mo.

RAMCO

10_{up} piston ring sets